

AUDIO HORIZONS

New Ideas In Professional Audio From Martinsound

Spring 2003

Just Mix Just Got Better, Introducing

25 YEARS

Martinsound
HELPING YOU STAND OUT



Flying Faders II has taken 'Just Mix' to the next level with powerful features showcased in a cutting-edge user interface. This next-generation moving fader automation system builds on Flying Faders' heritage as the 'must have' console automation system along with feedback from its enormous worldwide user base.

The original Flying Faders made great analog consoles even better. Its 'Just Mix' philosophy allowed users to get on with the job of engineering without the automation getting in the way. Ease of use, comprehensive features and a creativity-enhancing user interface kept Flying Faders on the cutting edge of automation technology for over 12 years. Adding the most sought-after automation system lets console owners attract more work, at higher rates, extending the life of their console investment. Flying Faders II further enhances that investment, offering a quantum leap in performance, while preserving the reliability of the original core engine and software.

Continues on page 3

Flying Faders II offers new features that further enhance the 'Just Mix' ease of use of the original.

MAX Surround Monitoring for Less

TALK TO US

Mail the Reader Response
Phone (800) 582-3555
www.martinsound.com

MultiMAX EXR can save you money on installations that only require control from a remote. Our standard MultiMAX EX Multifunction Surround Monitor Controller has a LCD graphic display and controls located on the front of its 19" rack mount panel. The same display and controls are duplicated on the optional remote. Some customers enjoy the ability to make changes at both the remote and the main unit. But if you only need to make changes at the remote, check out the MultiMAX EXR bundle. This reduced price package includes the remote and a special version of MultiMAX EX without the redundant display and controls.

MultiMAX EXR saves money without cutting any of the features of MultiMAX EX. Both make it easy and affordable to add surround sound monitoring to your console or workstation. Whether you work in music, film or television, in production, post or mastering, you need to be able to cope with the current surround sound formats. MultiMAX handles any popular format from Dolby Stereo to SDDS, including Dolby Digital 5.1 and DTS formats for DVD, plus HDTV and DTV.

MultiMAX replaces a console's monitor section, providing surround sound mix bus monitoring, as well as downmixing, encoder sends and decoder returns. MultiMAX does all this and still lets you listen to your console or workstation. You can check PFL or external sources with just the push of a button. And like a console you have tape/bus monitoring, source selection, master level, mute and dim control. Need more than one set of speakers? No problem! MultiMAX EX has 16 speaker outputs with individual trims. The alternate surround system makes it easy to select between diffuse and point-source surrounds or two complete sets of surround monitors. Setup is easy with a built-in noise generator to help you calibrate your monitors.

You can be confident your mixes will survive down mixing. MultiMAX folds down your multichannel mixes so you can hear how they will sound on other playback systems. HDTV broadcasts will also be heard in stereo or mono by consumers. Your DVD mixes, too. Be sure your multichannel mix will still sound great on systems with fewer playback channels. MultiMAX even lets you format the stereo downmix, so you can generate stereo reference copies.



MultiMAX EXR works just like EX, but costs less

If you only need a stereo monitor controller, check out MonitorMAX. It provides ten stereo source and monitor selections, speaker selection, level, mute and dim control for the control room monitors. The same features are duplicated for headphones or studio speakers with talkback added. A remote is included. MonitorMAX works by itself or may be integrated with any MultiMAX to extend its capabilities, providing a complete surround monitoring solution for tracking, overdubbing and mixing.

No Hassle Hits with Natural Sound



Mail the Reader Response
Phone (800) 582-3555
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Why do top guns pack the MSS-10 mic pre for hassle free tracking and mixing?

The only way to learn the secret that transforms frustrated hit men into happy hit makers is to do a shoot-out yourself and compare the MSS-10 to your favorite mic pre. But before you do, get our free report, *How the MSS-10 Takes the Hassle out of Tracking and Mixing*. Learn how the audio elite like Joe Chiccarelli, Andy Smith, Jerry Finn, Bruce Botnick and Al Schmitt use the Martech MSS-10 mic pre to effortlessly achieve awesome sound.

In the past, world-class engineers collected the best tube and discrete preamps, each for its own character. One for great top end, another for clarity, a third for punch, and still another for bottom. Over time, these preamps became almost mystical, credited for creating the magic of great recordings. In reality, talented engineers struggled to find a preamp that was least detrimental to the magic of the performance!

The Martech MSS-10 brings a new paradigm to mic preamps. The real magic of the MSS-10 is that it does absolutely nothing. With nothing to cheat your audio, you'll hear it like never before!

No sideshow hype or tacky disappearing acts. Illusions of zip, zing, and whoompf can't satisfy once you experience real magic. Silky top, absolute clarity, knockdown punch, and fat bottom end to make your world go 'round. The MSS-10 delivers the body and soul of the performance with astonishing realism and immediacy. Real magic we call Natural Sound.

The movers and shakers of pro audio know that secret of legendary recording lies in capturing the excitement and beauty of the original performance. But don't take our word for it. In this report Joe Chiccarelli tells why he selected the MSS-10 for Elton John's vocals on *Songs from the West Coast*. "I'm blown away in the sense that it's very hi-fi and open and sweet, but it's not sterile and boring. It's got fidelity but it's got a lot of character and a lot of soul and it brings things present in the track. Audiophile used to be a bad word but this is hi-fi with soul."

Producer Jerry Finn shares why the MSS-10 made tracking and mixing easier on the Blink 182 albums *Take Off Your Pants & Jacket* and *Enema of the State*. "It made the vocals sound really present, which required less EQ and less compression to really get them to stand out on the track."



Free report reveals why pros pick the MSS-10 mic pre

Transform your audio dreams into recording legends. Call or send in the response card for our free report, *How the MSS-10 Takes the Hassle out of Tracking and Mixing*. Then get an MSS-10! Join the pros who enjoy immense artistic satisfaction from using the MSS-10 Natural Sound Mic Preamp. ■

Surround Secrets Report and DVD



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Surround success comes from carefully selecting the right equipment and

then knowing what to do with it. At Martinsound, we aren't satisfied just making great gear, we want to make sure that you get maximum value out of your investment. That's why we have just rewritten our free Surround Secrets report. This free report gives you the latest information on how you can successfully make the transition from stereo to surround sound and turn a profit in the process of doing so.

Surround Secrets explains how you can add surround monitoring to your existing console or workstation. It reviews all of the popular surround formats. You will learn about bass management, speaker placement and how to set up LFE. Get the latest info on recorder track assignment. Understand the importance of down-mixing and what happens when your mix is folded down. And you will get a brief overview of our complete line of Max Surround solutions!

For a limited time only, we will include with your Surround Secrets report a special discount offer on Bobby Owsinski's instructional video, *Setting Up Your Surround Studio, Everything You Need to Know to Start Mixing in Surround Now*. We are proud sponsors of this outstanding surround class on a DVD. It covers:

- The basics, what you need to be surround-ready
- How to choose the right monitor system
- The low-down on bass management
- Fast and easy speaker calibration
- Production tools and equipment needed
- An overview of our MAX surround solutions

Not only will you get this great learning tool for only \$29.95, a \$49.95 value, but we will give you rebate coupons worth up to \$250 when you purchase selected MAX surround products.

To order your free report and receive your DVD discount offer, return the response card on the back of this newsletter, give us a call or fill out the request form on the web. Get the knowledge you need to successfully transition to surround sound, the format of the future.



DVD and Report compliment our MAX surround solutions

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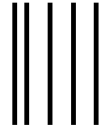
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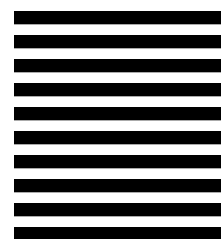
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Surround Cables Ease Installation




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Wiring surround gear can be a career move and a pain in the wallet.

To fully utilize MultiMAX, 600 pins need to be terminated. That's a lot of stripping, dressing, soldering and crimping. And the connectors are small! Poorly constructed custom cables or the wrong type of cable (T-DIF or unshielded computer cables) can result in audible problems mistakenly attributed to the equipment.

It's no secret that Martinsound makes the transition to surround easier with a complete line of surround products designed to simplify monitoring and production. What you may not

know is that we can simplify your installation and save you both time and money with our line of MAX Surround Cables. These high-quality molded cables connect to audio gear with a Tascam style DB-25 8-channel-wide analog audio interface.

We stock a wide variety of lengths with a DB-25 on one end and your choice of DB-25, XLR Male or Female, Metal 1/4" Phone TRS, Balanced TT, or RCA connectors on the other. Need custom termination? Just cut the DB-25 to DB-25 cable in half and wire the cut ends. Each channel is individually shielded and jacketed making it easy to wire up 8 single-channel connectors or a single multi-channel connector like an Elco. You can also wire the cut end directly into your patchbay. 




MAX Cables simplifies installation at a lower cost

Just Mix Just Got Better from cover page

Flying Faders II retains its familiar 'Just Mix' user-friendly operation and raises the bar with many new productivity enhancements including:

- Next generation graphic user interface
- Multi-monitor desktop support
- One-click access to any function
- Interactive tool tips and help
- Customizable toolbars and menus
- Personalized work environment
- Intuitive automation control
- Quick learning, even for first-time operators
- Local event control from fader panel

- Auto-save backup
- Simplified file system using standard tools
- Translation software opens legacy mixes
- Printer support improves documentation
- Fully integrated V Series console recall option
- Latest Windows XP operating system
- Works with current PC technology
- External USB to Flying Fader fiber optic adapter
- No internal cards inside the computer
- Uses the same Flying Faders console hardware
- Low cost plug and play upgrades install quickly
- The power needed for future expansion

Keep up to date with the latest developments of Flying Faders II. Just fill out the response card or call for more information on the next generation of 'Just Mix' automation. Ask about Flying Faders II for your console. It's available as an upgrade to your existing Flying Fader system, or as a turnkey system customized for any new or existing console. 'Just Mix' just got better. But don't just take our word for it. Ask your customers if owning Flying Faders will get you more of their business. Then surprise and impress them with the new look and enhancements of Flying Faders II. 


Don't Let This Be Good-bye



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Without your response, this just might be your last issue of Audio Horizons.

We rent mailing lists to find people interested in our products. We know what kind of people are on each list, but you must respond to join our list of regular subscribers. Even our regulars need to

stay in touch. Make sure you get every issue. Just return the Reader Response on the back page, fill out a Request Form on our web site, or give us a call. We want to hear from you today. 



2. Fold This Panel Down

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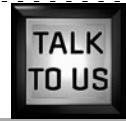
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New Ideas In Professional Audio From Martinsound

Martinsound helps its customers stand out in professional audio by designing, manufacturing, selling, and renting innovative and superior audio products.

Change Service Requested

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Audio Horizons | Spring 2003

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- Continue to send me this newsletter, Audio Horizons.
- Send me your E-Newsletter: Brief news of interest to audio pros
- I want to join the Flying Faders Users' Group

Send me a free Report:

- Surround Sound Secrets and DVD discount offer
- How The MSS-10 Takes Hassles Out Of Tracking and Mixing

Send me product information on:

- Flying Faders II Moving Fader Automation
- ACX Flying Faders Console Expander
- MSS-10 Natural Sound Microphone Preamplifier
- MultiMAX EX/EXR Multiformat Monitor Controller
- ForMAX Surround Monitoring Formatter
- VuMAX Precision VU metering
- PanMAX Automated Surround Panner
- RecordistMAX Machine Room Monitoring Controller
- MonitorMAX Stereo Monitor Controller with Remote
- ManagerMAX Surround Bass Manager
- BalancerMAX Surround Systems Interface
- FilterMAX LFE Filter
- MicroPannerMAX 5 Channel Surround Panner
- CheckMAX Surround Monitor Alignment Test Tapes
- MAX Surround Cables Tascam Style DB-25 Analog Audio Cables

1. Please check ONE that best describes your job:

- President/Owner
- Facility/Studio Manager
- Chief Engineer
- Staff Engineer/Technician
- Independent Engineer/Technician
- Producer
- Musician/Artist
- Sales
- Administrator
- Other: _____

Post Production

- TV/Radio
- Film
- Video
- Advertising

Sound Reinforcement

- Production
- Contractor/Installer
- Venue/Facility

Institutional

- Education/Training
- Government
- Other: _____

Mastering/Authoring

- DVD-A
- DVD-R
- DVD-V
- Other: _____

Other Business: _____

Multi-Media

- Games
- Interactive
- Internet

Equipment

- Manufacturer
- Dealer
- Rental

3. Please check your level of purchasing authority:

- Authorize
- Specify
- Influence/Recommend
- End user

4. Please indicate the annual budget for audio equipment for your business:

- Under \$25,000
- \$25,000 to \$75,000
- \$75,000 to \$300,000
- Over \$300,000

Broadcast Production

- TV
- Radio
- Remote

1. Fold This Panel Up

Cut Here