

For Immediate Release

Jeff Sheridan/Soundworks Studio - A-Designs Audio is a Hit at Soundworks Studio

North Hollywood, CA – March, 2005 -- Soundworks Studio has been a staple in the recording industry for many years, subcontracting with such notable icons as Walt Disney Records and the Disney Channel, with ties to radio, music, and dialog recordings, with Jeff Sheridan at the helm as the primary recording engineer.

Jeff's professional career started in Toronto, Canada working in radio and quickly migrated to post-production and film where he has cultivated a specialty in voice-over and vocal works. The vast majority of projects that Jeff works on are voice-overs directed in the children's entertainment field. Due to a strong and steady stream of work Jeff has recently employed a second engineer to help complete the demand of recording.

Jeff has developed a strong working relationship with Disney over the past 15 years doing everything from DVD, Voice-overs, and yes, even Karaoke. Jeff explains that Disney has only been in the Karaoke market for a few years, now. Although Jeff is not an official spokesperson for Disney, Jeff states that, "Disney has rapidly become one of the largest content developers in that market. You have to remember Disney has a huge pool of resources to archive from including divisions such as Hollywood Records, Walt Disney Records, and Buena Vista Records to name a few. So, they demand the highest quality in all aspects of a working relationship."

Jeff recalls his introduction to A Designs Audio at a music industry trade show where an associate directed his attention to the MP-2 (All Tube Stereo Microphone Pre-amplifier). After meeting Peter Montessi, President of A Designs Audio, Jeff was invited to bring in a few of his favorite microphones to test. Although a trade show floor is not an ideal place for a demo, Jeff quickly heard the magic produced by the MP-2. Jeff states, "I decided that the MP-2 was something to look into further and [I] wanted to hear more."

Jeff has an extensive "toolbox" of both vintage and modern microphones, each one hand picked for their distinct sound. Jeff explains, "I'm in the post production world, projects need to move at a much faster rate than they do in a music environment. I don't have the benefit of time to sit and audition different equipment combinations each and every time a project begins. I need to have a good sense of what equipment to use when the talent walks in the door."

The solution Jeff was looking for was to find a mic-pre that would let the natural sound of the artist and microphone come through without coloration. So, Jeff set up a shoot out to test the sound using different mics and mic-pres. After extensive A/B'ing, Jeff decided on the A Designs MP-2.

"By fixing this one variable it allows me to rapidly narrow down the microphone choices for a particular voice. The clients are expecting me to get the best quality sound whether it is a vocal,

dialog, or audio.” Jeff continues, “The MP-2 lets the character of the microphone through while recording and that desired personality shows up. Mic-pres have their own character too, they’re supposed to! The MP-2 shines in the regard that it lets the microphone be just what it wants to be. It serves to accentuate the microphone’s characteristics without becoming something unto itself.”

“With the huge choices of audio products in the market it is difficult to test everything. I found what I needed in the MP-2. With regards to other A Designs Audio products, I have determined that if they have their name on it, I would definitely try it and most likely buy it.”

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