

## Analog Plug-ins

Many producers and engineers are using their Avalons during mix down/mastering for equalization and compression rather than digital plug-ins.

**Here's How:** During mixdown or mastering, send a track out of the computer or hard disk recorder to an Avalon EQ / compressor. Take the output from the Avalon and simply record a new track. Some software programs offer an "insert" feature for outboard gear.

### Michael James,

Producer and Mix Engineer for Jane's Addiction, Hole and AJ Croce relies on his Avalon AD2055 for every mix.



"Whether I'm recording to analog tape or direct to hard disk, I usually wind up mixing digitally using Pro Tools. On every song I mix, I use the AD2055 on the main elements that hold a song together - lead vocal, kick drum, snare, and bass. The AD2055 is magical. I can be very economical with the amount of cut or boost and it just seems to do the right thing. The highs are smooth and lows are huge."

**Michael Mangini**, two-time Grammy Award winner of Mojo Records does the same thing. "I have three Pro Tools 882 interfaces and use Logic software. I record most everything through my Vt-737sp's" says Michael, "then I run my most important tracks out of my computer and through my two AD2055's and four Vt-737sp's for EQ and compression/EQ. Plug-ins just don't compare to the Avalon sound and control."

*we receive many calls from a wide variety of users who prefer the sound of their analog outboard processors over the "easy" digital alternatives.*

## Avalon Secrets

**John Gass**, lead engineer at Brandon's Way (Babyface) has recently purchased his ninth AD2055 equalizer for the studio. He now has 18 channels of Avalon EQ. Brandon's Way also has five AD2044 compressors.

**Sear Sound** has purchased a second Sony MXP 3000 console and is loading it with 24 channels of Class A Avalon M3 microphone preamps and E3 equalizer modules.

### Rob Jacobs, Mix Engineer

for U2's Rattle and Hum, Don Henley, and many hit records is currently recording and mixing Alanis Morissette's new album. Rob records vocal tracks with the Avalon AD2022 and uses the AD2055 EQ. Bass guitar is recorded directly through the U5.

**Mark Knoffler** recently purchased twelve U5's for his current tour. The U5's are being used on guitars, keyboards, and bass guitar.

Mix engineer **Robert Collins** recently purchased two U5's for **Eric Clapton's** acoustic guitars, while **Nathan East** added a U5 to his bass rig for the Clapton tour.



## Bass Player Digging U5

The U5 circulated through the offices at Bass Player Magazine for a recent review. Five editors at Bass Player bought the U5 after hearing it. Terry Buddingh the writer of the U5 review says, "you haven't heard your bass until you've heard it through a U5."



## Sony Adds Five AD2077's

Sony Japan purchased another five AD2077 Mastering Equalizers to add to their existing collection of five AD2077's. Sony is expanding their current mastering facility by adding five new rooms all built around the AD2077's.



## Avalon Employee Spotlight

### Eric Guerena

**Title:** Quality Control Technician

**Start Date:** February 1999

**Born:** San Clemente, California

### Job Description

Brings freshly assembled Vt-737sp and Vt-747sp to life. Listens to every single Vt-737sp and Vt-747sp we build. Calibrates and performs quality control tests for all Avalon products.

### Interests

Bass Player for Stormy Seas. Bass Rig: Fender '51 P-Bass Reissue, U5, GK800RB Amp and Ampeg 8x10 cabinet. Surfing and motorcycle riding.

### What's the best part of your job?

"I get to work on and play with the best gear on earth."