

# CREATIVE SOUND STUDIOS

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## Press Release – October 2005

### London Sounds Like Next Door

Creative Sound was recently host to a BBC interview with Chris Martin of CFMartin & Company, commonly known as Martin Guitars. The BBC will use the interview in a radio program about the history of the guitar, a subject that Martin knows all about. Chris Martin is the sixth generation in a legacy of guitar making that dates back to 1796. Creative Sound was contacted by the BBC to record Martin's side of the interview and because the audio files would be needed right away, the studio suggested the interview be done via Source-Connect. This would allow Martin to be at Creative Sound and his voice to be recorded in the studio in London. Martin would be able to hear the interviewer as if he was sitting right next to him.

The production company in London acquired Source-Connect and the connection was tested. "It was great to hear these British accents as clearly as if they were standing in the studio!" said Helena Schwoyer, President/CEO of Creative Sound. In the end, the production company in London had some technical difficulties, so the interview was recorded at Creative Sound and the files delivered via FTP to London.



Creative Sound is one of the 350 studios worldwide with Source-Connect capabilities and has had the opportunity to be on both the sending and receiving side of recording using the brand new plug-in. They have also been able to introduce the technology to a number of studios in order to record a voice-over from afar. ♦

### Creative Sound Gets Sports Fever

Creative Sound recently got the chance to work with Jim Birdsall. You might not know the name, but you would defiantly recognize the voice. He's one of the legendary voices of NFL Films, and he can now be heard on our local radio stations plugging the sports section of our own regional paper, The Morning Call. Creative Sound recently produced two radio spots with the legendary Birdsall for the paper. Done in the NFL Films style, these spots highlight the paper's sports coverage. This isn't the only big voice The Morning Call has used for its commercials. Peter Thomas, a legendary voice who can

be heard regularly as the narrator of *Forensic Files*, has provided his services for a number of Morning Call radio commercials highlighting various investigative stories for the paper.

This latest commercial highlighting the sports section had Creative Sound calling all over the country to obtain this legendary voice to give this particular spot the NFL Films style. With access to great voices and the ability to accommodate even the most demanding projects, Creative Sound proves once again to be the MVP studio in the Lehigh Valley. ♦



### Forensics Week

It's that time again. No, not Halloween, not even Thanksgiving -- it's Forensics Week on CourtTV! This may not mean much to you, but here at Creative Sound, it means "Put on another pot of coffee!" During this time, both control rooms at Creative Sound will be tirelessly working on episodes of *Forensic Files*. As a pioneer in the field of fact-based, high-tech, dramatic storytelling, *Forensic Files* delves into the world of forensic science, profiling intriguing crimes, accidents, and outbreaks of disease from around the world. Creative Sound is responsible for the audio post-production of the program which includes cleaning up the narration and interviews, doing foley, adding sound effects, and mixing the show in Dolby Prologic. Put your sleuthing hats on, it's time to find that evidence! ♦

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