

SONY

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SoundByte

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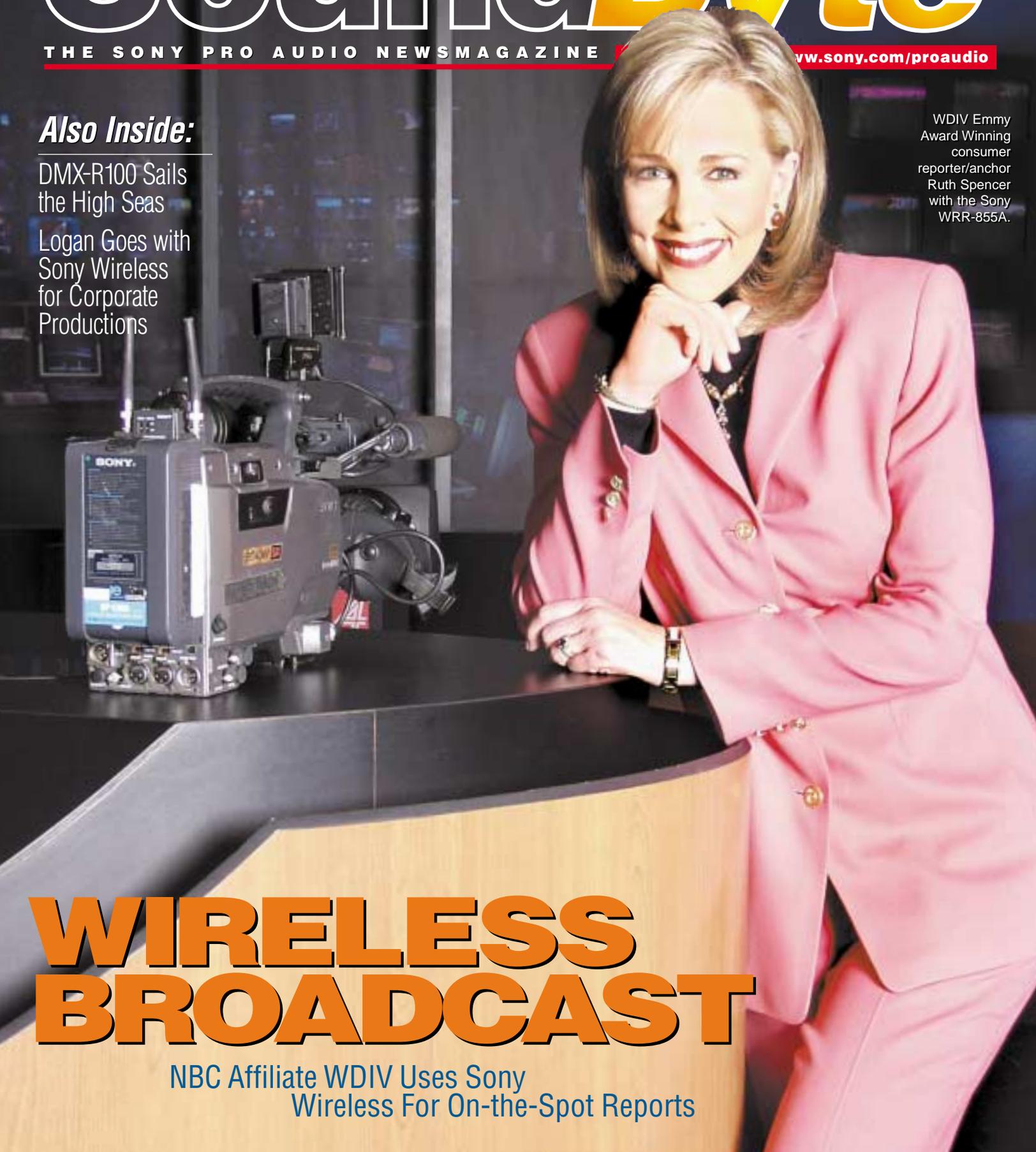
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Logan Productions: 100% Sony Wireless for Corporate Productions

Logan Productions, Inc., a business theater and video production company, recently switched completely to Sony UHF wireless products.

Logan recently completed a live business theater event and uplink for SC Johnson. "We were using 12 wireless mics feeding both the sound reinforcement console in the house and the pro-



"We evaluated a number of systems from various manufacturers and consistently found that the Sony system outperformed the others" says Jim Logan. "We're in tough conditions when we're shooting, around a lot of heavy machinery and electronic interference, the difference between systems was very noticeable; the Sony systems consistently delivered a better signal with broader dynamic range."

"Whether it's a business theater event or field production we never know what conditions we're going to run into. We'd occasionally pick up interference on our old UHF system, the frequency agility of the Sony system solved that. You can set up a show anywhere, even in crowded convention halls with hundreds of exhibitors, with no fear of interference."

Logan purchased 12 WRT-805B Transmitters equipped with ECM-77 lavalier microphones, 12 WRU-806B Tuners along with 2-MB-806A Tuner Base Units and a pair of AN-820A Antennas for extended range, two WRT-808A Plug on transmitters, and a WRR-862B Dual Diversity tuner for field production.

"The system is incredibly flexible," says Logan. "Sometimes we'll plug the 808's on the output of our mixer to feed the 862 mounted on our CineAlta™ camera. It minimizes the amount of cable we have to run and makes camera movement simple. We'll do the same thing with a shotgun and give the boom operator flexibility to move easily with the camera. The 808's work with any microphone."



duction console for uplink in the remote truck. We never had a dropout, hum, click or buzz - wireless is something we don't even think about anymore, the quality is consistent.

"We produced a show for John Deere that had a four week run in Florida. It was great to be able to monitor the transmitters battery conditions and signal strength right from the console. It's simple - the battery indicator on the receiver starts to flash when there's about an hour of operating time left. That means we prevent problems before they happen."

Logan recently started an equipment rental division, Oscar Rents. "We've included the Sony wireless mics in our rental inventory because we know they will be almost maintenance free. Customer response has been very positive."

Logan Productions also put together a portable presentation

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Sony Powered Mixers

Enhance E. Michigan University Capability

Eastern Michigan University has purchased a number of Sony SRP-X351P powered mixers as an integral part of an initiative to upgrade its schools with state-of-the-art multimedia technology. The mixers, which are currently being used for a wide range of audio/video presentations, have been installed in five classrooms on the college's Ypsilanti-based campus. According to the university, with a total of 13 schools, Eastern Michigan is one of the best-known technology-oriented universities in the area, with plans, over the next two years, to add several more units to its classrooms. The systems integration was coordinated by Enticed Information Technologies, Inc. of Troy, MI.

"We selected the SRP-X351P powered mixer after successfully executing a demo in a classroom environment," reports Bob Turner, CFO at Enticed Information Technologies. "It performed beautifully, and everyone was really pleased."

"We were looking for a versatile high-end mixer that could easily switch audio and video between four or more different sources," adds Enticed systems engineer Michael Betterly. "We also needed a system that accepted microphone inputs and offered muting capability, remote monitoring, and remote control of the



Enticed systems engineer Michael Betterly (left) with E. Michigan U. Dean Michael Bretting at the media console.

volume. The Sony SRP-X351P met these requirements."

Each revamped classroom is equipped with the Sony powered mixer, a ceiling-mounted LCD projector, HI-FI VCR, DVD player, and computer switcher. Each classroom is outfitted with a custom-built podium (by Betterly and his company, Custom Cabling & Network Services) to house the equipment, a visual presenter, and a computer.

Michael Carroll Music

Upgrades with R100, CDR-W66 & CDP-D11

Composer Michael Carroll has selected a Sony DMX-R100 digital console for Streak Studios, his company's new Chelsea-based music production facility. Established in 1983, Michael Carroll Music specializes in composing original or adapted music for top advertising clients.

"The R100 has a really strong reputation in the pro audio community, and after receiving a comprehensive demo from Sony rep Andy Munitz, I was sold," comments Carroll. "The console is primarily used for tracking and mixing, but I also do pre-production and post work for agencies preparing pitches, exploratory animatics or testing/focus groups.

"The sound quality is incredible," continues Carroll. "I was truly impressed by the R100's true touch-sensitive automation. It's so easy. I love that you can turn off or erase an automation command if you've written a bad move. It saves me so much time. I was also drawn to this console because of version 2.0's surround sound capability. We anticipate surround work in the not-too-distant future."

"The console's internal patch bay is fantastic," says Carroll. "Even though I've added a lot of equipment to this studio, I've actually lightened the load on my digital patcher because the R100 takes



Composer Michael Carroll at the DMX-R100.

care of most of the patching for me." Carroll also purchased a Sony CDR-W66 and two CDP-D11 CD players, and Sony's PFM-421B1 42-inch (viewable area, measured diagonally) flat plasma monitor for his new studio.



WDIV-TV Detroit Reporter Uses Sony Wireless for On-the-Spot Interviews

In the fast-paced TV world of news gathering, reliability is the name of the game. For NBC affiliate WDIV-TV in Detroit, the combination of the Sony WRR-855 UHF Synthesized Tuners and the WRT-808A UHF Synthesized Transmitters has provided just that. Two years ago, the station invested in the formidable package of the Sony WRR-855 Tuners and the Sony WRT-808A Transmitters for its outside field crews. Since then, the equipment has been put into action, almost daily, as it follows reporters on a variety of on-location assignments.

The station's award-winning consumer reporter/anchor Ruth Spencer, relies on the wireless system for her popular in-the-field reports "Ruth to the Rescue."

"With the reports that I do, we're often trying to capture action as it's happening," says Spencer.

Compact and lightweight (only 11oz), the WRR-855A is a plug-in portable tuner designed for use with Sony Betacam SX® camcorders, which the station also uses. The unit's built-in LCD reveals the wireless microphone operating channel, group settings, and error messages.

"The nature of many of our reports are investigative, we're on deadline and we need a balanced story, so we're forced to confront the individual on the spot, in a candid moment," adds Spencer. "We

only have maybe a few seconds to capture the audio or we lose it. Obviously, we need audio equipment that's reliable in these, sometimes on-the-run, interviews."



Complimenting the WRR-855 is the WRT-808A, a durable plug-on transmitter which effectively converts a wired microphone into a wireless one, which work extremely well for the type of field work in which Spencer is involved. The compact body of the 808A, which provides balanced handling, also features an LED for battery indication and up to four hours of continuous operation with two AA batteries. With a switchable RF power output, 50 mW for longer distances and 10mW for multi-channel operation, the 808A provides the gain needed for critical usage.

"The equipment needs to be flexible and able to withstand a sometimes rugged assignment," concludes Spencer.

Sony DMX-R10 Sailing



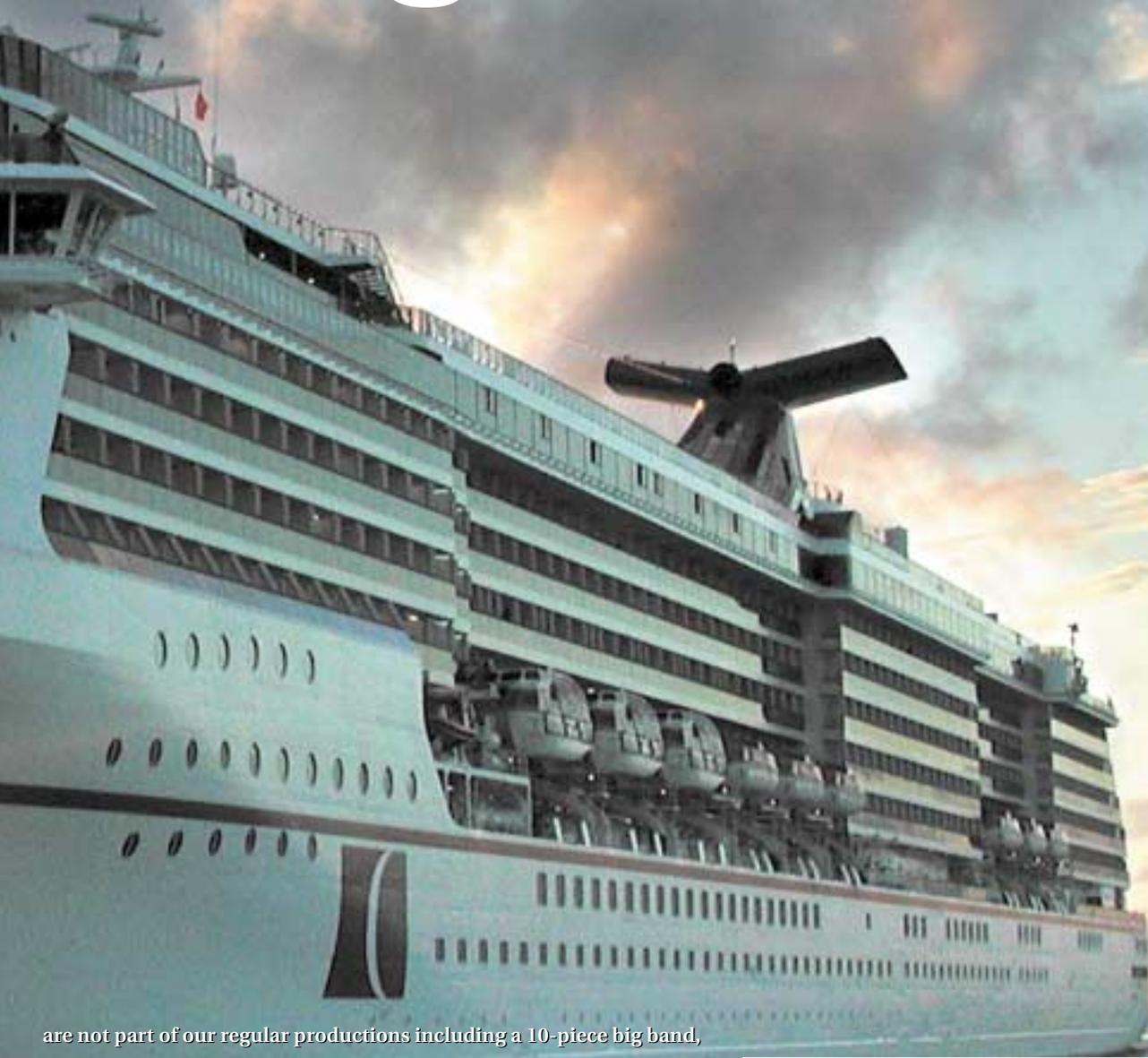
Carnival Cruise Lines recently purchased a Sony DMX-R100 digital console for the creation and assembly of their high-energy live Las Vegas-style revue shows.

CCL's entertainment audio supervisor Craig Palcisko reports on the R100's successful maiden voyage: "The board was shipped to Helsinki, Finland where it was set up in the main lounge (Taj Mahal) of Carnival's newest 'fun-ship,' the Pride. As it sailed across the Atlantic to the company's headquarters in Miami, the R100 was engaged in the production of our latest shows. It is the centerpiece of our portable, rolling studio."

"During pre-production, the basic stems of a show are put together on the R100," describes Preston Bircher, CCL's entertainment technical project manager. "All of our shows are based on pre-recorded show elements-basically a live show with a show tape base. The recorded elements duplicate some instruments and create others that



00 Along for Carnival



are not part of our regular productions including a 10-piece big band, and orchestra.”

“Craig routes everything through the R100,” elaborates Bircher. “The console’s digital re-patching is really intuitive, so it’s simple for him to change configurations without spending 45 minutes. That really interfered with our sound checks. We also needed a reliable board. Carnival ships are built in Finland and Italy and once we set sail for America, we have no contact or possibility of getting replacement parts until we reach port. There is no room for equipment failure.”

“The R100 has been working phenomenally well,” Palcisko continues. “The sound quality is incredible. I love that I can run our stem mixes out of Pro Tools into the R100 and simultaneously burn master CDs, create rehearsal cassettes for the dancers, print the final show to

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Sony at NAB

SONY INTRODUCES PC-CONTROLLED WIRELESS MICROPHONE SYSTEM

Sony Electronics is presenting the MB-8N Rack Mount Tuner Base and WRU-8N Synthesized Tuner Unit at the National Association of Broadcasters convention. An expan-



MB-8N Additional Features

- Easy-to-set Channel Plan option;
- Selectable MIC/LINE level output; and
- Available AC and DC power requirements.
- The MB-8N tuner base unit has a headphone connector on the front panel and a monitor output available on a 15 pin D-sub connector on the rear panel. An LCD display indicates host name and IP address.
- The WRU-8N UHF synthesized tuner unit has LED indicators for AF level, RF level, TX battery alarm, and an LCD for indication of channel, frequency, group, and TX battery status.
- The optional PC monitor screen indicates channel, frequency, group, user name, AF level, RF level, tone squelch, noise squelch, and TX battery status.

sion of Sony's 800 Series wireless microphone product lineup, the MB-8N and WRU-8N are designed especially for applications where a large number of wireless microphones are employed, i.e. broadcast program production, theater, and live PA.

"The Ethernet capability and supplied PC-controlled software of the MB-8N allow users to set up the system, monitor its status and operate its front panels with an Ethernet-capable PC," reports Paul Foschino, marketing manager at Sony Electronics. "This eliminates the need to keep the receivers in close proximity to the engineer for monitoring. With the remote PC interface, you can now mount the receivers in any desired location. The supplied GUI can display 16 to 49 channels simultaneously (three patterns of 16/25/49).

"The MB-8N and WRU-8N feature high sound quality, a wide dynamic range (116dB) and frequency response (20Hz to 20kHz), high RF reliability, versatile monitoring and control functions, and simultaneous multichannel operation capability," Foschino adds.

The MB-8N tuner base is 1U high in a 19-inch standard rack size, and capable of accepting as many as four WRU-8N tuner units. Up to four MB-8Ns can be linked to provide a maximum of 16 channels without the need for installing an antenna divider.

The MB-8N Rack Mount Tuner System and WRU-8N UHF Synthesized Tuner Unit will be available in May 2002.

SONY INTRODUCES MZ-B100 MINIDISC BUSINESS RECORDER

Sony Electronics is introducing the MZ-B100 MiniDisc Business Recorder at NAB.

The unit has been designed for broadcast journalists seeking high-quality sound bites and long battery life for extended interviews. "By providing up to 14 hours of recording time and 45 hours of playback with a single "AA" Battery, the lightweight MZ-B100 represents an important addition to the journalist's arsenal of newsgathering technology," says Paul Foschino, marketing

MZ-B100 Additional Features

- Playback speed control (-20% + 10%)
- Large 3-line dot matrix LCD;
- Built-in front speaker;
- Fast search function;
- External microphone jack;
- Multiple track marks;
- One touch recording; and
- Supplied accessories: remote control, headphones, hand strap, and carrying pouch.

manager at Sony Electronics.

The versatile unit, which replaces the popular MZ-B50, offers a number of important innovations. These include: stereo recording with a built-in stereo flat microphone; a new, smaller size; multiple record modes - up to 320 minutes of recording time; and voice operated recording (VOR).

The MZ-B100 MiniDisc Business Recorder is targeted for a May 2002 availability at a suggested list price of \$499.95.

SONY DEBUTS WRT-8B BODYPACK TRANSMITTER

Sony Electronics is introducing the WRT-8B UHF Body-pack Transmitter at the National Association of Broadcasters convention. The latest addition to the extensive range of Sony

2002

Look for these new products on the show floor at the Las Vegas Convention Center.

UHF synthesized wireless microphone systems, the WRT- 8B offers features that are essential to artists performing in fast-moving TV and musical theater productions.

“Extremely compact and lightweight, the unit’s functionality and rugged construction make it ideal for the demanding requirements of newsgathering, documentary production and sports events,” says Paul Foschino, marketing manager at Sony Electronics.

Measuring only 2.48 inches x 3.27 inches x 0.67 inches (W x H x D) and weighing a mere 4.9 ounces – including batteries, the WRT-8B’s tough die-cast magnesium body houses a highly stable, low-noise transmitter providing superb audio quality. The unit operates for up to 13 hours on two AA-size alkaline batteries, at 10 mW output power. Approximately six hours of continuous operation is available at 50 mW.

Core technology of the WRT-8B is a Phase Locked Loop (PLL) frequency syn-

thesized system which generates a highly stable carrier frequency and enables the unit to achieve its outstanding carrier stability, an essential performance factor in professional wireless microphone systems.

The WRT-8B transmits a 32kHz tone signal along with the program audio signal. This tone is recognized by the squelch circuit in Sony wireless microphone receivers and eliminates the output of undesired signals and noise from other equipment including RF noise and popping when the transmitter is powered on or off.

The WRT-8B Body-pack Transmitter will be available in May 2002.

WRT-8B Additional Features

- Switchable input level and variable attenuator;
- Easy-to-read LCD and LED indicators;
- Battery alarm indicators;
- Rugged, die-cast magnesium, case;
- Lavalier microphone capability;
- Switchable AF input and RF output levels; and
- Supplied accessories: soft case, spare battery case, microphone cable, and rewriteable ID sheet.

SRP-X700P DIGITAL POWERED MIXER

Sony Electronics is also introducing the SRP-X700P digital powered mixer at NAB. The SRP-X700P (pictured below) is designed for a wide range of multimedia applications for sophisticated boardrooms, conference rooms, and houses of worship. The versatile unit combines a flexible mixer/router and a stereo digital power amp, with a wireless tuner frame and antenna divider (for two optional wireless mic systems), and an RGB/S-Video/composite video switcher. This ‘Boardroom-in-a-Box’ is easy to use and offers high-end audio

SRP-X700P Additional Features

- Digital power amplifier with 200W+200W(4Ω), 150W+150W(8Ω), Max. 150W(70V Line)
- PC-based GUI-interface software (for setup/operation) is supplied
- Mounting slots built for two Sony Wireless Microphone tuners
- Inputs include: four microphone (with 48 V phantom power), two microphone/line, and one stereo line, plus four stereo and two 5.1 surround sound inputs linked to the video switcher



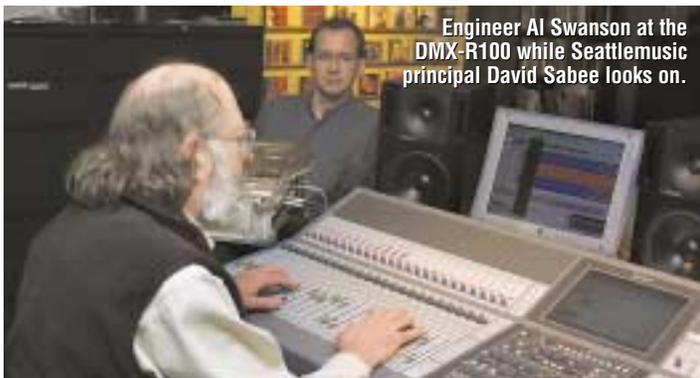
and video quality in a lightweight and compact (3U-size) unit with a simple front panel layout.

The digital mixer section provides powerful DSP functions including feedback reducer, parametric EQ, low-cut filter, compressor/limiter, delay, automatic mixing, flexible signal routing, and scene memory.

The SRP-X700P features a built-in 6x1 A/V switcher including: three-RGB/component, and three-composite/S-Video inputs, and outputs to either RGB/component, composite, or S-Video. Audio inputs which follow the video source are also provided, including four stereo and two 5.1 inputs. The switcher can handle high-resolution component video signals such as 480p or 1080i, and RGB signals with bandwidths up to 150 MHz.

Seattlemusic Scores with Sony R100 Console

Seattlemusic, Inc., a music production company that has produced film-scoring sessions for such hit movies as *Kate & Leopold*, *The Limey*, *Mr. Holland's Opus*, and *Die Hard With a Vengeance*, recently purchased a Sony DMX-R100 digital mixing console. Company principal David Sabee



Engineer Al Swanson at the DMX-R100 while Seattlemusic principal David Sabee looks on.

reports that the new R100 will be the centerpiece of their mobile recording unit for use on remote recording and film scoring projects.

"In the seven years we've been in business, we've built a great collection of microphones, converters and outboard gear, and we wanted to

complement our high-end signal chain with a small-format console of the same caliber," says Sabee. "The R100 has a solid reputation among our colleagues, and after doing some research, we quickly realized it was the right choice for us."

Sabee reports that two days after acquiring the board, Seattlemusic used the R100 to record a 100-piece orchestra, a 24-piece choir and an organ for Busch Entertainment Corporation's 3D/4D film entitled *R.L. Stine's Haunted Lighthouse* produced by Los Angeles-based Lookout Entertainment for exhibition at Busch Gardens and SeaWorld Adventure Parks. "We actually borrowed a second R100 from our Sony rep and cascaded the boards to engineer the multitrack recording session," he describes. "The learning curve was minimal, and the sound quality was superb. For a digital mixer, the routing was really intuitive, and we were very happy with the end results." John Richards engineered the 25-minute score by composer Chris Stone.

The company also recently completed a symphonic project for a New Jersey-based freelance producer. "We recorded a full orchestra in Seattle's wonderfully acoustic St. Thomas Chapel at Bastyr University. It's one of the most beautiful spaces in the northwest," Sabee says.

Upcoming projects include a score for New Line Cinema, and the recording of all of the Seattle Symphony performances at Benaroya Hall.

Sony DMX-R100 Sailing Along for Carnival

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our Tascam MX2424, and make backup ADAT tapes."

Palcisko adds that he is particularly impressed with the R100's Dynamic and Snapshot automation. The console features 99 snapshots per title, making it possible to memorize and recall the state and values of virtually all mixer functions, and offers a comprehensive dynamic automation of Faders, Cuts, Pans, EQ and Filters, Dynamics, and Aux sends. "The onboard EQ and compressors are also great," he says. "The R100 has simplified my production tasks immensely."

According to Palcisko, two new ships, *Carnival Legend* (being built in Finland) and *Carnival Conquest* (being built in Italy), are due to set sail later this year. "The board will be accumulating lots of frequent sailor miles. The R100 will be involved (from inception through completion) in the development of seven new shows this year alone.

Logan Productions: 100% Sony Wireless for Corporate

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system for Sam Johnson, the recently retired CEO of SC Johnson, to show his HD presentation of "Carnuba, A Son's Memoir." He's been traveling the world with a complete set of Sony HD and audio equipment to show and talk about this film. "Mr. Johnson pays great attention to the quality of every aspect of his presentations, and I know that he is very pleased with the Sony wireless microphones" says Logan.

Richard Turner, SC Johnson's Creative Operations -VIP, says "We've been the envy of many engineers when we bring in our system and set it up. The sound is always excellent."

"The body packs are easy to work with; they are very small and unobtrusive – simple to hide and very lightweight. The durability is great too; in over a year of hard use we haven't had a failure or broken part. Our old wireless system was very fussy. We were constantly rearranging the antennas, moving the receivers, checking batteries, and worrying about the sound. Now it's easy - it really is 'Plug and Play'."

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“The R100 packs more creative power per sample than most full size digital consoles.” – BRUCE BOTNICK

HOW DO YOU EVALUATE A DIGITAL MIXER? LISTEN.

“Sony clearly broke the mold with the DMX-R100. A dramatic improvement over other small digital consoles.”

– JOHN NEWTON, Grammy-nominated engineer and owner of Soundmirror, Inc.

“We loved it... sonically beautiful and clean...the best small-format console ever... outstanding performance, execution and design.”

– ROBERT MARGOULEFF and BRANT S. BILES, Proprietors of Mi Casa Multimedia Inc.

“This is the first digital console of this size that sounds this good. What goes in comes out. The R100 is right on the money.”

– TOM LAZARUS, Engineer and owner of Classic Sound, NYC

“...pretty fantastic...rave reviews...incredible sonic integrity...and incredibly easy to learn and operate...a new generation of digital console.”

– DENNY PURCELL, Award-winning mastering engineer, President – Georgetown Masters

“Sounds great, reliable and easy-to-use.” – ALLEN SMITH, Chief Engineer, Soundtrack Boston



The DMX-R100 is changing even the experts' opinion of what to expect from a compact, affordable digital console. A full input module with a knob for every key function; selectable high sample rate operation; 5.1 surround mixing and

monitoring; and a high resolution touch screen that becomes an extension of your hands. The next thing to do is go out and hear one for yourself. In the meantime call today and we'll send you a brochure and tutorial CD-ROM.

DMX-R100



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