

## Preserving the Past

"I don't know if you can help me, but I have this old recording..." This is a call Creative Sound gets often. An individual calls with a cassette recording of when their children were young, or an old reel they found in their attic, and they would like to preserve it by transferring it to CD. A task easily performed in either of Creative Sound's two main control rooms,



however not as easily scheduled because these transfers can often take a couple of hours, and most

people don't want to pay hundreds of dollars to transfer the recording of Grandma talking about her dishes. Therefore, Creative Sound has come up with a solution: a brand new edit bay dedicated to transferring audio from various mediums to CD. By keeping these types of jobs out of the main control rooms, it is now affordable for people to preserve their family heirlooms. The transfer room is \$25 per hour and contains a reel-to-reel machine, a cassette player, and a



record player. Clients can also bring in their own machines to interface with the system. If clients would like their material cleaned up using EQ or special noise-reduction, they will need to book time in one of Creative's main control rooms, but straight transfers can now be done in the new, dedicated suite. So don't throw away that old reel just because you can't play it anymore! Pass it on to the next generation by transferring it to CD!

## Can I Get a Copy of That?

Ever conscious of the needs of their clients, Creative Sound has added another service to their already impressive repertoire: CD Duplication. The addition of a new CD publishing machine now allows Creative Sound to produce high-quality CDs, complete with a unique design printed

right on the disc. For orders over 500 discs, high-quality, laser-printed, full-coverage, glossy labels may be substituted depending on the turn-around time required. The artwork can be submitted by the client in Photoshop, PDF, or any image format or it can be designed at the studio. The

duplicated discs come in clear, slim-line cases. Other case options are available, however the costs may vary. Visit their website and click on Services, then CD Duplication for all the details.



## Assorted Projects

The staff at Creative Sound is accustomed to seeing a wide variety of jobs come through the door and the last couple of months have been no exception. A couple of videos for Mack Trucks Re-Manufacturing called for narration, music, and SFX. The videos included tours of the re-manufacturing plants, so clean-up of the ambient was required. The videos will be used at trade shows

across the country. More prompts were recorded for Rodale Books' IVR system. Our lovely Carole Silvoy has recorded every single title Rodale Books has to offer as well as their greetings and special messages – whew! A phone interview for Men's Health Magazine was recorded for use in a podcast. Peter Thomas was recorded for an United Way video, and as always Peter

Thomas' voice can be heard weekly around the studio as the narrator of Forensic Files. Creative Sound is currently posting the 252<sup>nd</sup> episode! In the most recent episode, Allentown's local 19<sup>th</sup> Street Theater was the backdrop for a recreation used in the show. The show's eleventh season is set to start in September.



## Radio Rush

Tune to a local radio station lately and you are sure to hear a commercial produced by Creative Sound Studios. In the past months, the number of radio commercials they have produced has increased a great deal. In the last three months alone they have done work for The Morning Call, KNBT, Lehigh Valley College, Camelbeach Water Park, Fernwood Hotel & Resort, Good Shepherd Hospital, ProLog, OnlineGifts.com, Allegiant Air and Lehigh Valley International Airport. The increased number of spots has resulted in increased opportunities to use the Source-Connect plug-in for ProTools. They have been able to record talent from Florida, New York, and even the west coast, all from the comfort of the Creative Sound control rooms and without the added waiting time of ftp delivery.

## New Online Store

Introducing Creative Sound Studios merchandise! Haven't you always wished for a hooded sweatshirt with the Creative Sound logo, or a mouse pad picturing your favorite studio, or a clock to help keep you on schedule? Well, now you can have all these and more! Visit [creativesoundstudios.com](http://creativesoundstudios.com) and click on Online Store to get apparel, hats, housewares, and even stamps!