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Tom Elmhirst augments ATC monitoring setup at 'home' in Electric Lady Studios

"The addition of SCM45A Pros perfectly supplement my second rig to bring it in line with my main control room monitoring setup. It's important that both rigs can speak the same language so I can work and my assistants can work in both places comfortably and confidently."

- Tom Elmhirst, 2016 (mix engineer)

NEW YORK, USA: specialist British loudspeaker drive unit and complete sound reproduction system manufacturer **ATC** is proud to announce that GRAMMY award-winning mix engineer extraordinaire **Tom Elmhirst** — already an advocate of **ATC's** professional loudspeakers — has supplemented his second setup at Studio C within New York City's legendary Electric Lady Studios with a pair of **SCM45A Pro** mid-size, high-performance, active three-way studio monitors...

"**Tom Elmhirst** is a mix engineer based at Electric Lady Studios in NYC." So reads the somewhat humble homepage for the talented individual in question. Yet the British-born specialist music producer and mix engineer's many achievements at the helm of large-scale console — currently a Neve VR-72, about which he is on record as stating, "It's a luxury... I can do ten things at once, but with a mouse I can only do one..." — speak louder than words. While most of the many millions of listeners who have heard the results of his sterling work with several of the biggest-selling recording artists around today will not know a Neve from an SSL, the man with the Midas mixing touch clearly knows what he is doing and must be doing something right with that mission-critical mixing and **ATC** monitoring setup aiding his course of action time and again.

As of June 2016, British singer/songwriter Adele's third studio album, *25* — mostly mixed by **Tom Elmhirst**, has sold some 20 million copies, having become the world's best-selling album of 2015. He has also manned the faders for Adele's critically-acclaimed and commercially-successful debut long-player *19* in 2008 and its 2011-released multiple GRAMMY award-winning followup, *21*, the longest-running number one album by a female solo artist in the history of the UK and US album charts. Credits in-between and beyond include Irish rockers U2's thirteenth studio album *Songs Of Innocence* (2014) — famed for being announced at an Apple launch event and released on that same day to all 500-million iTunes Store customers at no cost — and 2016's *Blackstar*, the twenty-fifth and final studio album by British singer/songwriter David Bowie — the iconic artist's first and only album to top the *Billboard* chart in the US in the wake of his death — to name but a notable few.

But between those noted successes, **Tom Elmhirst** successfully transplanted himself and his sought-after services to Electric Lady Studios, the oldest working and thriving recording studio in New York City, founded back in 1970 by American guitar hero Jimi Hendrix. "I moved here about four years ago for both life and work reasons," he reasons. "I wanted a change, having mixed in the same room in London for nearly 10 years. You can't beat being part of an iconic studio based in the heart of Greenwich Village, so when Lee Foster — manager at Electric Lady Studios — showed me the only vacant room I jumped at the chance to set up home there!"

The tremendous workload of the time dictated that **Tom Elmhirst** had to hit the hallowed ground running, so speedily furnished his new 'home' with the aforesaid Neve VR-72 console while monitoring came courtesy of **ATC**, a new and enjoyable experience for the mix engineer extraordinaire: "I'd used monitors from another manufacturer for years, but they stopped making the drivers, so it became increasingly difficult to replace one if it blew. A friend of mine lent me a pair of **SCM25A Pros** for a few days when I first moved to New York and I enjoyed the experience so much I went ahead and got myself a pair of **SCM50ASL Pros**. The sub and the speakers are tuned to the room using an XTA DP44 DSP-based audio processor, so everything is balanced as a three-way system rather than just adding low end. Having the sub allows the woofers on the **SCM50ASL Pros** to work more efficiently as well. In the years that I've owned this system, I've found the **ATCs** to be invaluable and the majority of artists that I work for also enjoy the listening experience."

'A-list' artists like Adele. "I was mixing 'Skyfall' right around the time that I got my **ATCs**," adds **Tom Elmhirst**. "The accuracy of the **SCM50ASL Pros** proved invaluable for mixing such a complex song with so much orchestration."

Obviously **Tom Elmhirst** knows what he likes and likes what he hears — so much so that he has augmented his **ATC** setup still further: "The addition of **SCM45A Pros** perfectly supplement my second rig to bring it in line with my main control room monitoring setup. It's important that both rigs can speak the same language so I can work and my assistants can work in both places comfortably and confidently."

Chances are we won't have to wait long to hear another chart-topping mix making its musical way out of Electric Lady's Studio C. But by then **Tom Elmhirst** and his assistants will likely be enjoying the experience of working with those **ATC** professional loudspeakers on another one!



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The British-built SCM45A Pro mid-size, active three-way studio monitors carry a UK RRP of £7,042.00 GBP (plus VAT) per pair while the British-built SCM50ASL Pro three-way active monitors carry a UK RRP of £9,616.00 GBP (plus VAT) per pair.

For information, availability, and pricing in the United States, please contact Brad Lunde at Transaudio Group here: <http://www.transaudiogroup.com>

For information, availability, and pricing internationally, please visit the ATC website to find a distributor for your region here: <http://www.atcloudspeakers.co.uk/where-to-buy/>



Print-ready, hi-res image:

http://atcloudspeakers.co.uk/wp-content/uploads/2016/08/160722_ATC_TomElmhirst_4337F_BW_small2.jpg

About ATC (www.atcloudspeakers.co.uk/professional)

ATC (Acoustic Transducer Company) is a specialist British manufacturer of loudspeaker drive units and complete sound reproduction systems, including all associated electronic equipment. All such systems and components are designed and built in-house to achieve levels of performance far in excess of the industry norm by adopting a thoroughly professional engineering approach to the issues of basic design, materials science, and production technology. Formed in 1974 to manufacture custom drive units for the professional sound industry, ATC's groundbreaking 'Soft Dome' mid driver technology was originally developed in 1976 and is still featured in the company's current SCM25A Pro, SCM45A Pro, SCM50ASL Pro, SCM100ASL Pro, SCM110ASL Pro, SCM150ASL Pro, SCM200ASL Pro, and top-of-the-range SCM300ASL Pro three-way active professional series loudspeakers. Constantly improved, it is still unique in innovation, and remains the only midrange device capable of delivering ultimate performance; flatteringly, it has been widely copied — without success. Similarly, the 'Super Linear' technology found in ATC's professional series bass drive units is equally unique — not only in its ability to accurately reproduce piano, but also the precise manner in which male voices are articulated. All drive units in ATC active professional monitors are powered by their own ATC-designed amplifier, optimised for the relevant bandwidth, and all amplifiers — working substantially in Class A — feature even-order-filtered active crossovers that are individually aligned and phase-corrected to ensure unmatched stereo imaging.