

# MyStudio Selects SHURE SM27 for it's U.S. Recording Studios

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**Self-contained studios in shopping centers offer affordable, professional-quality recording for amateurs and pros**

When the masterminds behind MyStudio began their quest for the perfect microphone for their nationwide chain of self-contained recording studios, they knew it would be a challenge. They needed a single mic that could be mounted in the ceiling to provide professional sound quality for a variety of performers, from young novices to accomplished musicians. And because the performers can range in height from under three feet to more than six feet, the mic had to provide the same stellar sound quality regardless of the performer's proximity. **Shure's SM27** was the answer.

"Finding the right mic was crucial," says Shelly Yakus, former vice president of A&M Studios and current vice president of MyStudio. "We only use one mic in our studios, and we need it to function at three feet away from the average performer. You have no idea what a challenge it was finding a mic that could provide consistent

sound quality across the board in a tiny space that's basically the size of a kitchen table."

MyStudio engineers tested more than 30 mics in their studios over a period of several months. "Price was not a factor," notes Yakus. **"We tried everything from the most expensive microphone on the market to the cheapest. Hands down, the Shure SM27 gave us the best result – nothing else was even close. We're now using it exclusively in every one of our studios."**

For \$20, MyStudio enables anyone to create a professional-quality audio and video recording up to five minutes long in a private studio environment. Five plug-in ports inside the studio enable musicians to record a variety of instruments, including electric guitars, bass, drums, and piano. And it's not only for musicians – other popular categories include voiceover auditions and stand-up comedy demos.

"Many of the performers who record with us are just blown away by the sound quality they're getting from the SM27," adds Yakus. "These are people used to being in high-end recording studios, and they're leaving our 10-by-10-foot studio very happy with their end results. Obviously the Shure mic plays a significant role in that."

As the MyStudio units are popping up around the nation, I will be very interested to see what their main use will end up being and what type of quality consumers will actually be getting. MyStudio seems like a great idea to bring high-quality controlled recording opportunities to the public and you better believe if I come across one while shopping for some new turtle-necks, I will fork out the \$20 to take a spin in the newest shopping center phenomenon.

MyStudio currently has locations in Phoenix, Arizona; Hollywood, California; and Miami, Florida, with two new studios opening this summer. The company plans to continue its expansion across the country as well as internationally, with the Shure SM27 as the mic of choice in all locations.

### **About Shure Incorporated**

Founded in 1925, Shure Incorporated ([www.shure.com](http://www.shure.com)) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the Company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure's diverse product line includes world-class wired microphones, wireless microphones and in-ear personal monitor systems, headphones for performers, presenters and recordists, award-winning earphones and headsets for use with MP3 players and smart phones, and top-rated phonograph cartridges for professional DJs. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated corporate headquarters is located in Niles, Illinois, in the United States. The Company has additional manufacturing facilities and regional sales offices in China, Germany, Hong Kong, Japan, Mexico, The United Kingdom, and the United States.

### **About MyStudio® HD Recording Studio**

MyStudio is a self-contained, state-of-the-art, audio/video recording studio that offers true professional recording studio-quality audio and HD broadcast-quality video with an ease, economy and convenience never before available. MyStudio eliminates the high cost and technological and logistical barriers inherent in the creation of high-quality online video content thereby opening up a new world of opportunities for the creation of user-generated video content by amateurs and professionals alike.

MyStudio can be used to create videos for music, modeling, comedy, dating, job resumes, auditions, personal messages and greetings. A recording session for up to five minutes costs only \$20. Using Hollywood-style green screen technology, MyStudio users can choose from over 1,000 HD virtual backgrounds for their videos or they can upload their own custom backgrounds. In addition, MyStudio offers thousands of licensed karaoke tracks from EMI Music Publishing thereby allowing consumers to legally create music videos for public viewing on-line. Within minutes of recording, videos are automatically uploaded to the MyStudio.net website, which offers free member profile pages and video sharing in a social networking environment. At MyStudio.net, members can enter contests, receive free DVDs of their videos, download MP3 audio files, access embed codes or print high-resolution photos from their videos.