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Airshow Casts soundBlade Center Stage

Renowned Mastering Facility Adopts Latest Sonic Studio Workflow

Marin County, CA — August 6, 2007 – Sonic Studio, LLC, the leader in ultra-fidelity production tools for audio engineers, announced today that Airshow Mastering in Boulder, Colorado has selected soundBlade™ as their chosen platform for PCM content.

Founded in 1983, Airshow has been mastering music since 1990. The company operates from two locations, in Springfield, Virginia and Boulder, Colorado. The Boulder facility includes three mastering studios plus additional near-field rooms for composition, overdubbing, and mixing. Airshow engineers have earned GRAMMYS for their re-mastering work in 1997 and in 2002.

Currently, three Airshow rooms, large and small, have been set up for surround work. Also, Airshow is one of the few mastering houses equipped for both PCM and DSD work. Since 1999, their main room has been configured for SACD surround title production.

Dave Glasser, owner and chief engineer at Airshow, discussed why he went with Sonic Studio products. "I've been a Sonic user since version 1.21 and it's always been about the sound, the editing paradigm, and comprehensive support for professional master delivery formats. We use PreMaster CD to create refs and masters, soundBlade for mastering everything from CDs to downloads to DVDs, and nexStage DSDeliver to produce DSD files from high resolution PCM. It's technology that doesn't, excuse the pun, get in the way of the sonics."

With ever shrinking budgets and delivery times, soundBlade spells relief. With its streamlined workflow and extreme fidelity, it lets Airshow crank out top quality product with speed and efficiency. "The Sonic editing model is absolutely unsurpassed," Glasser explained. Airshow prides itself on unequivocal fidelity, and soundBlade delivers the best in the marketplace. "I know the folks at Sonic Studio and they would not release a product with less than stellar audio performance."

NoNOISE II also contributes to their success by providing best of breed results with fidelity and control unmatched by lesser choices. "We are heavily involved in audio restoration," Glasser added. "NoNOISE played a huge role in our two Best Historical Album Grammy awards. In addition, Airshow is deeply involved in post production of live recordings for download release for FestivaLink.net. "Even though they may have been recorded under the unpredictable conditions of a live outdoor show, we take pride in turning out a download release that merits repeated listening. This takes reliable tools, redundancy among our various rooms, and a streamlined workflow. soundBlade, NoNOISE and PMCD are all critical to keeping the music moving smoothly through mixing and mastering."

All of Sonic Studio's products are available through Sonic Studio's international network of distributors and channel partners. For more information, or to arrange a trial run in your studio, visit www.sonicstudio.com.

About soundBlade

Leveraging Sonic Studio's heritage in desktop mastering systems, soundBlade brings streamlined professional capabilities to the desktop. Backed by Sonic Studio's legacy as the oldest manufacturer of digital audio workstations, soundBlade maintains the highest level of fidelity available today while offering the speed and efficiency of our time-tested and proven workflow.

soundBlade combines Sonic Studio's professional customer service, NGC interface™ and precision waveforms with the exclusive SSE™ extended precision audio engine and unique 4 Point editing model with Edit Fade Mode™. Included support for delivery of CDs and DDPs, along with the bundled Vive™ Restoration Suite, provides exceptional value for your dollar. soundBlade leverages the safe and secure Mac OS platform to eliminate hardware lock-in. Unquestioned fidelity, streamlined workflow and features that matter all add up to the best choice for your digital audio workstation. soundBlade, the bridge between performance and distribution.

About Sonic Studio

Sonic Studio is the premier manufacturer of ultra-fidelity DSD post and PCM content creation systems. Sonic Studio's Emmy award-winning NoNOISE II suite is the leading audio restoration toolset for archivists, record labels, videographers and forensic investigators while their product lines for Red and Scarlet Book premastering define the state of the art. Sonic Studio's digital audio workstations and software are in use at major studios, record labels, broadcast and post production facilities worldwide. Based in Marin County, California, Sonic Studio has offices in Southern California and Texas, and an international network of distributors and channel partners who share their commitment to quality and service.

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