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**“Edutainment” producer Andy Waterman
opts for versatile Bricasti Model 7
Stereo Reverb at Umbrella Media.**

“My new M 7 is perfect for creating highly realistic ambiances and acoustic spaces.”

Los Angeles, CA: Andy Waterman can best be described as a true renaissance man: a successful entrepreneur with a career traversing the worlds of business, entertainment and education. Currently owner/operator of Umbrella Media, this talented producer recently added a **Bricasti Design Model 7 Stereo Reverb Processor** at his multi-room complex in Chatsworth, north of Los Angeles. “I am ‘The Master Mixer’,” Waterman advises, “expertly blending a number of elements to create innovative new products for the next level of success, often in untapped or unimagined areas. My new Model 7 is perfect for creating highly realistic ambiances and acoustic spaces into which I can place voice-over and musical sources. It’s an amazing development!”

Waterman prepares a number of music and narration CDs and related materials for Hal Leonard Corporation, a well-respected source of edutainment material for teachers and school children. Umbrella Media oversees and produces more than 25 such projects each year. Waterman serves as Recording Producer for *John Jacobson’s Music Express*, an audio, video and print magazine from Hal Leonard that is issued bimonthly and reaches over five million young students.

“One of the primary issues that brought me to investigate the Bricasti M7,” the producer states, “was that we need to accommodate a multitude of musical styles while creating our edutainment products. We have a daily need to recreate appropriate musical styles from the latest pop to classical, jazz and Broadway soundtracks. For a long time I’ve been searching for an outboard reverb processor that sounded realistic. The current generation of convolution reverbs has been a big disappointment; they never offer anything that is useful for my projects. What I need is ‘dimension’ – the ability to ‘look’ into the acoustic space being created. In other words, to create an environment that sounds and behaves like the real thing. The Bricasti M7 is truly a revelation. I’ve used virtually every reverb plate, including the legendary EMT 250 and others, but nothing sounds a good as the Model 7.”

Waterman first encountered the Model 7 during an orchestral session at Capital Studios in Hollywood. “I was tracking a 40-piece orchestra, and needed a reverb that could accurately mimic a real space. I borrowed a Model 7 from RSPE [a leading pro-audio dealer based in North Hollywood] for one day, and it was exactly what I was looking for - a world-class reverb unit.”

The producer is particularly fond of the M7’s Room and Hall programs. “The RED ROOM setting is very nice for livening up drum tracks,” he advises. “The result was remarkable. I have used TANGLEWOOD on a marching band that needed more ambience. I also used CHURCH on a choral piece to create very realistic sounding ambiances. ARENA also sounds very

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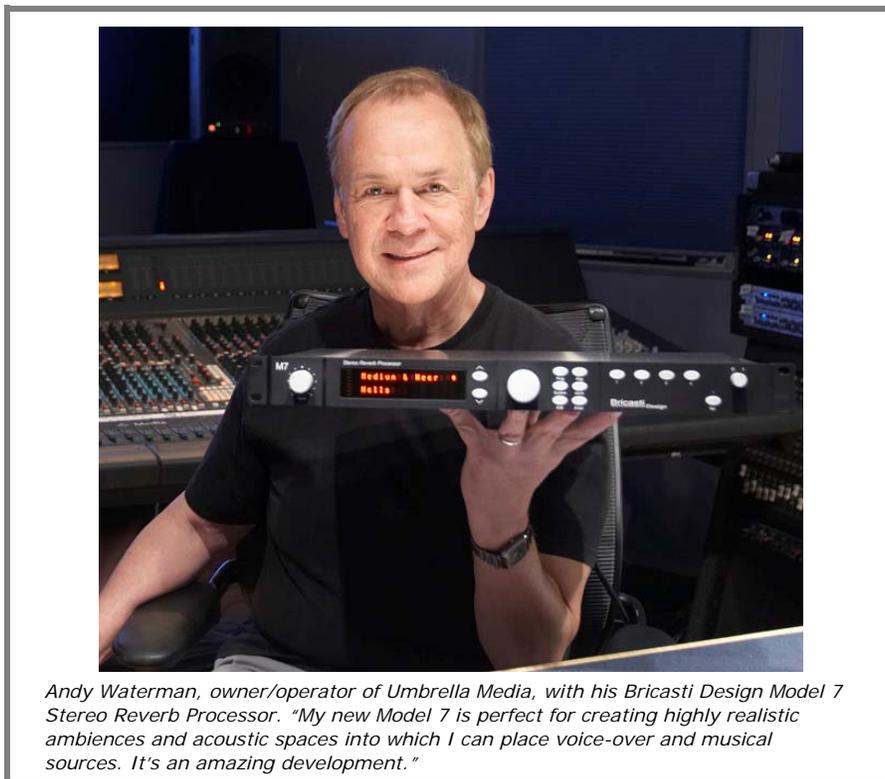
Andy Waterman of Umbrella Media adds Bricasti Model 7 Stereo Reverb - page 2

realistic. Because we work on a lot of different projects, I need a large number of spaces in which to place the instruments and voices – the Bricasti Model 7 offers me that versatility. I am most impressed with the Bricasti M7's rooms."

"The unit is a marvel of industrial, engineering," Waterman offers. "The user interface is very well laid out and extremely easy to operate – it's a brilliant design. The M7 is also one of the quietest reverbs I have ever used; it produces beautiful, silky ambiances with no added noise at all. And it blows away all of the DAW plug-ins I have used – and I've used a lot!

"All in all, I couldn't be happier with the new Model 7 Reverb; it's a major addition to our studio facility and provides a level of sound that we couldn't achieve with anything else."

From his early days as a music-obsessed student and educator, through experience in the Chicago jingle business, to work as a top-flight professional in music, sound, film and TV, Waterman has excelled in a number of complementary disciplines. His companies - Andy Waterman Productions, Bakery Digital Sound & Vision, and Umbrella Media – have flourished in a crowded and competitive marketplace. His present success as a leading "Edutainment" producer with Hal Leonard and McGraw-Hill is a natural culmination to an illustrious career. His clients and projects in music, TV and the arts have included Henry Mancini (*Victor Victoria*), David Byrne (*The Forest*), TV shows such as *Touched by an Angel* and *The Highlander*, as well as Universal Studios Tour and Disneyworld. His work has appeared on many soundtracks, feature films, national and regional TV/radio commercials, and over 500 music albums.



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About Bricasti Design

Based in Medford, Massachusetts, Bricasti Design Ltd was founded in 2004 by industry veterans Brian Zolner and Casey Dowdell. The firm is dedicated to the design and manufacture of the finest professional audio products, including the highly acclaimed Model 7 Stereo Reverb Processor and the new Model 10 Remote Console.

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