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**FOR IMMEDIATE RELEASE:**

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September 08, 2008

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## **Bricasti Model 7 Stereo Reverb Processor a key ingredient to the success of classical-guitar CD releases and music for *Jimmy Kimmel Live* TV show.**

*"It is so easy to use and produces remarkable results." - music mixer Barton Michael Chiate.*

Boston, MA: The Emmy®-winning Jimmy Kimmel has turned *Jimmy Kimmel Live* into ABC Television's distinctive late-night talk show. With its diverse line-up of celebrities, athletes, comedians, politicians and human-interest subjects, *JKL* has become must-viewing at the end of the day. Music mixer on the show is seasoned veteran Barton Michael Chiate, who makes regular use of Bricasti Design Model 7 Stereo Reverb Processors to add ambience to otherwise dry-sounding sources. "It is so easy to use and produces remarkable results," he enthuses. "The Model 7 is also cool-looking. It's my *Go-To Reverb!*" *Jimmy Kimmel Live* originates from Disney's El Capitan Entertainment Center, located on Hollywood Boulevard in the heart of LA's star-studded Walk of Fame, with a specially-constructed, state-of-the-art performance stage to showcase A-list music acts. *Jimmy Kimmel Live* is shot in front of a live studio audience and produced by Jackhole Industries in association with ABC Studios.

Chiate first heard the Model 7 at the NAMM Convention two years ago. "I was looking for a powerful reverb system for my TV-mixing and recording projects, and the Model 7 blew me away. I decided on the spot I had to have one! Unfortunately, the prototype I'd heard was the only unit in existence, and it resided at Boston Symphony Hall. Bricasti graciously arranged for me to borrow it for a week to finish a recording project. I purchased the very first production model. I won't use anything else on my projects. The Model 7 has the smoothest-sounding reverb tails I have ever heard - its decay is just so natural! For *Jimmy Kimmel Live*, the M7 is my first choice for vocals, drums, guitar and horns." Chiate uses three interlinked Yamaha 02R96 digital consoles to mix music for the show, with a 48-track Steinberg Nuendo DAW and a Tascam X48 for multitrack backups.

In addition to mixing sound for *Jimmy Kimmel Live* during the week, Chiate handles a number of recording sessions for such artists as **Pepe Romero**, a best-selling classical-guitar virtuoso. "I have been working with Pepe for a number of years," the producer-engineer continues, "and needed a great-sounding reverb to liven up tracks and match ambiances. The past two projects were recorded in Pepe's condo in Del Mar, California. We wanted to use the sanctuary at the Mission San Luis Rey, Oceanside [south of Los Angeles], which offers a wonderful ambience, but Pepe's schedule made that impractical. After we were done editing, I decided to use the Mission as a natural reverb. I played the album back through a loudspeaker out into the sanctuary and miked the reverberant sound. The Mission's sanctuary is quite large and offers a very long RT60. It sounded great, but the guitar didn't seem to naturally sit inside the space. To provide a mid-size ambience I turned to the Bricasti Model 7. It provided the perfect 'glue' that bonded the instrument and the room together. The result sounds as if Pepe spent two weeks in Oceanside, rather than in his den!"

The Model 7 Stereo Reverb Processor features a revolutionary new reverb algorithm, *True Stereo Reverb Process*, which accurately creates true acoustic spaces. The M7 includes more than 100 powerful, truly unique reverb presets, including Halls, Plates, Rooms, Chambers and Ambient Spaces. V2.0 software includes two new Soundstages, each of which was

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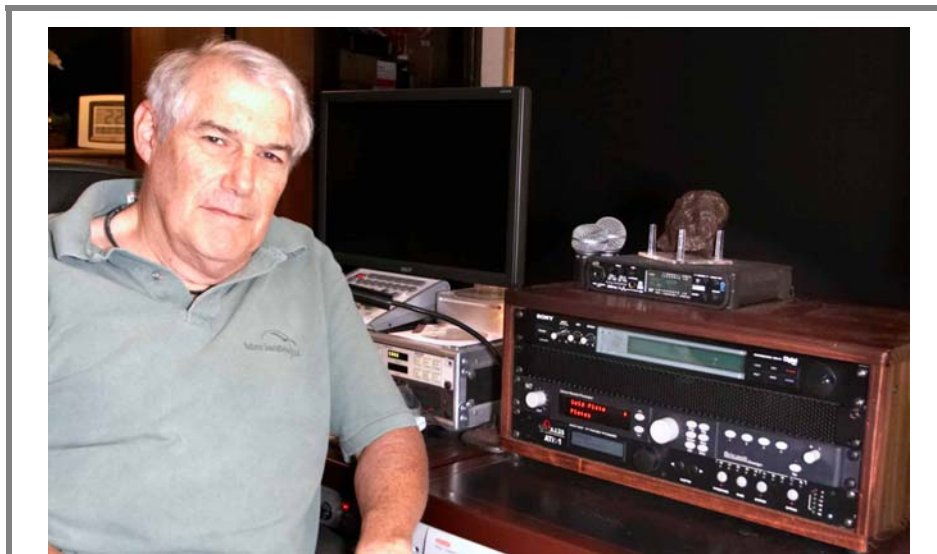
## **Barton Michael Chiate using Bricasti M7 Reverb for TV mixing and record dates - page 2**

calculated off-line over the course of several months based on a specified acoustic model; it is the foundation of all M7 presets. The new software release also features Bricasti's Second Algorithm, which brings the next evolutionary step to perceptual or larger-than-life spaces.

"The Model 7's front panel is very easy to use," Chiate says. "I'm not a rocket scientist; I prefer simple interfaces. The M7 lets me get to what I need quickly and simply. On a high-energy show like *Jimmy Kimmel Live* I don't have time to scroll through menus and play with settings; the presets are very powerful and let me get to the sounds I need without a fuss." The M7's minimalist yet elegant user interface offers a total of 15 Parametric Program Parameters and 50 User Registers; four front-panel "Favorites" enable quick saves and A-B comparisons.

Chiate has been music mixer on *Jimmy Kimmel Live* since the show premiered five and a half years ago. Prior to *JKL* he mixed the music for *The Arsenio Hall Show*, which aired on late night in syndication from 1989 to 1994. This highly-experienced engineer has also mixed music for *The American Music Awards* for the past 15 years. In addition, he has recorded albums with such diverse artists as Cat Stevens, Joe Cocker, Joni Mitchell, The Carpenters, Sergio Mendes and Michael Franks, as well as television tracks for U2.

"Each design element of the Model 7 is a carefully considered statement of our vision of what the evolution of reverberation processing in its most classic form can be," considers company president and co-founder Brian Zolner. "With a deep appreciation of the best designs which precede it, and a passion for moving the science of reverberation forward, the Model 7 provides a palette of sounds that encompasses the familiar as well as new expressions in the art. Listen to the new reference in reverb processing; it will bring new life to a project in a way unimagined by any process before it."



*Engineer-producer Barton Michael Chiate uses a Bricasti Design Model 7 Stereo Reverb Processor during production of ABC Television's nightly Jimmy Kimmel Live. "It is so easy to use and produces remarkable results," he enthuses. "The Model 7 is also cool-looking. It's my Go-To Reverb!"*

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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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