

---

**FOR IMMEDIATE RELEASE:**

More information from:  
Brian Zolner, President  
Bricasti Design 781.306-0420  
[bzolner@bricasti.com](mailto:bzolner@bricasti.com)

July 21, 2008

Mel Lambert  
Media&Marketing 818.558-3924  
[mel.lambert@earthlink.net](mailto:mel.lambert@earthlink.net)

---

**John Newton of Soundmirror using  
versatile Bricasti Model 7 Stereo Reverb  
Processors during live classical recordings.**

*"I was so impressed with the M7 that I've purchased three of them. It's the go-to reverb."*

Boston, MA: "The new Model 7 has a sound that's much closer to a real room response than anything else I have heard," offers seasoned location engineer and classical-music producer John Newton, president of Soundmirror. "I used Model 7's reverb processors on a recent series of recordings at the Denver Center for the Performing Arts with the Colorado Symphony Orchestra. I needed to liven up these choral recordings, mainly because the hall is very dry-sounding - operatic recordings need a sense of ambience to connect with the audience. The Model 7, with its range of ambiences and reverb programs, performed flawlessly. I was so impressed with the M7 that I've purchased three of them. It's the go-to reverb."

Founded in 1972, Soundmirror is a fully digital recording and post-production operation that specializes in acoustic music and sound-for-picture. Its staff has undertaken extensive field recording around the world and produced, edited, and mastered projects for over 40 classical music labels. The firm's orchestral, solo and chamber recordings have received numerous Grammy® nominations, including two albums that collectively received two Awards at the 50th Anniversary Grammy ceremonies earlier this year.

"We have also used the Bricasti Model 7," Newton continues, "on a series of recordings with The Boston Symphony Orchestra, which we work with for 12 weeks of the year, in addition to The Nashville Symphony. In fact, I have replaced all of our external reverb systems with the three Model 7 Stereo Reverb Processors that we now own. The Model 7 is the first electronic reverb that sounds like a room and not a box full of integrated circuits - it doesn't sound like ordinary rooms; it simply sounds like great acoustical spaces."

The new Model 7 Stereo Reverb Processor features a revolutionary new reverb algorithm, *True Stereo Reverb Process*, that accurately creates true acoustic spaces. M7 includes more than 100 powerful, truly unique reverb presets, including Halls, Plates, Rooms, Chambers and Ambient Spaces. The 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.

"The Model 7's user interface is a true next-generation step up from [older-generation] systems," Newton considers. "It has a simple layout and is easy to use. And all parameter increments actually do something; a change in one value in any parameter is actually audible - you turn a knob and you can hear a difference. We love the Bricasti Model 7 reverb!"

Currently, Soundmirror is archiving concerts from the Boston, Buffalo, Kansas City and Nashville orchestras for future commercial use, internet streaming and broadcast. "We produce a 13-week series for the Nashville Symphony and a 52-

*... continues on page 2 -*

## **John Newton of Soundmirror purchases three Bricasti Model Stereo 7 Reverbs - page 2**

week broadcast for the Kansas City Symphony,” Newton adds. “We use one of our Model 7s in the Boston studios; the second one is mounted in a transportable rig that we take to location recordings; and the third is mounted in a flight case that we can take wherever we need it. And having a trio of systems means that we can handle 5.1-channel surround-sound sessions.”

“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 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 encompass 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.”



*From left-to-right: Soundmirror president **John Newton**, sound engineers **Dirk Sobotka** and **Jessie Lewis** with the facility's trio of **Bricasti Design Model 7 Stereo Reverb Processors** and the new **Model 10 Remote Console**. "I was so impressed with the M7 that I've purchased three of them," Newton says. "It's *the* go-to reverb."*

More information from John Newton, Soundmirror | 617.522-1412 | [john@soundmirror.com](mailto:john@soundmirror.com)

### About the Model 7 Stereo Reverb Processor

The Bricasti Design Model 7 provides the highest level of musicality and ease of control imaginable in a processor dedicated to the task of reverberation. A modern high-resolution digital design, utilizing an array of the latest DSP processors, provides a platform for the long overdue next step in reverb-processing algorithms. A separate fully differential analog section and dedicated transformer-based linear power supply provide enhanced analog specifications. An exceptionally strong stainless steel chassis, and a tooled aluminum front panel, combine with a classic high visibility display and straight-forward human interface, to complete an enduring design that is intended to fulfill its role, now and into the future.

### 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.

- Copy Ends -