

## IDEAS Orlando builds new space, expands mix capability

ORLANDO — For two decades, IDEAS Orlando performed its mix work successfully in their south Orlando studios. But while mix technologies changed over that time, the physical limitations of its 1980's space did not, and in 2009, IDEAS ([www.IDEASorlando.com](http://www.IDEASorlando.com)) moved into new space in downtown Orlando. Just recently they completed Audio A, a new mix studio built for 7.1 mixing as opposed to just 5.1.

"Sound quality was our first priority," says John Lux, IDEAS president. "Acoustical designer Bob Alach from Alactronics worked closely with our senior audio mixer Rob Hill and general contractor Collage Companies to create this studio. Alach conducted exhaustive tests before, during and after construction to get a clear understanding of how any sound would react in the completed space. Alach also did the final tuning and balancing of the room.

"During construction," says Lux, "Bob made sure that any design changes that were suggested would not negatively affect the room's acoustics. He was absolutely fierce about the acoustics."

Equipment for the studio was chosen carefully with IDEAS' workload and existing equipment in mind. "We do jobs of all sizes, from small mixes to major mixes to large ADR to Foley to simple VO recording," points out Hill. "Choosing a console that worked seamlessly with Pro Tools was top priority, so we chose the ICON."

IDEAS also wanted the console to be comfortable for freelance mixers to use, so Hill added familiar outboard equipment, including Focusrite Red 7, John Hardy and Studer D19 mic preamps, LA-4 compressors and George Massenberg EQs.

On the recommendation of Alach, the bass management system features five Bag End subwoofers. Each channel (left, center, right and the two rear surround channels) has its own bass extension systems. This represents the low section of the high performance full range monitor system where it extends from approximately 95 hertz down to 8 hertz. The left, center and right bass systems include dual 18-inch drivers while the rear subs are dual 12s, with both systems powered by the Minima One 1000 watt power amplifier.

Alach had Bag End adapt the X6 input section from the Infra-Pro series into this system to allow two individual inputs. Each channel receives bass frequencies from both its channel and the .1 or LFE program. The LFE is split and distributed into all five bass systems, then adjusted for the correct LFE mixing level. Combining all five bass systems into the LFE maintains the accuracy with greatly increased SPL capabilities. The



The newly-designed IDEAS studio features Avid Pro Tools, an ICON board and Bag End subwoofers.

Dual 18s are only 11-inches deep so they could be built into the walls to address space considerations and as well as acoustical performance.

"In the new studio," says Lux, "we have completed Foley for an independent feature film and ADR for series airing on ABC and Disney Channel, along with ADR for the film *Dolphin Tale* and films for Universal and 20th Century Fox. So far, we have not had a single person enter the room and not be [impressed] by the quality of the sound."

"The low-end is especially surprising," adds Hill. "Even I wasn't prepared; I can hear sub-sonic rumbles clearly. These are sounds that very few people would even know were there."



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# Post

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