



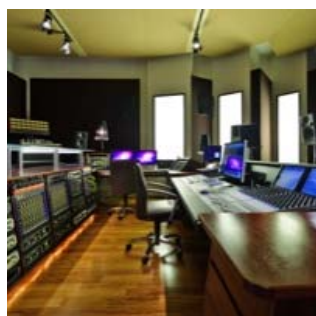
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Prime time for Avid System 5-MC

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Austria's Prime Studio, listed in [Miloco's The Market Place](#), has installed a new 32-fader Avid System 5-MC control surface in Studio A, replacing an AMS Neve 88D. The Avid System 5-MC was bought from German reseller CML Musik-Studio GmbH as part of a package that also included 10 Avid HD interfaces.

"We need our systems to be stable, reliable, yet offering the power to handle large sessions while being able to seamlessly integrate classic outboard gear at highest sample rates possible.

Offering all that, the change to the S5-MC was an easy decision," said Prime Studio owner and engineer Gerhard Buchbauer.

Prime Studio opened in 2006, servicing clients including Mick Rogers (Manfred Mann's Earth Band), engineer Chuck Ainlay (Dire Straits, Mark Knopfler), producer Christian Seitz (Noah, DJ Ötzi), Swarovski, Bavaria Film Interactive, and more. Based in the heart of the Alps in the town of Mils (just east of Innsbruck), it boasts an impressive kit list including classic analogue dynamics, EQ and effects from Avalon, Chandler, GML, Neve and Urei.

The THX-certified Studio A features two surround monitoring systems in 7.1 (EAW) and 5.1 (Yamaha MSP-7) in addition to Yamaha NS10M stereo monitors, also found in Control B and C. A pair of Yamaha MSP-7s and Manley Labs monitors in Control B completes the collection.

In addition to the Avid System 5-MC, Prime recently installed a Neve 8016 console, previously used at Caribou Ranch Studios. Prime is also anticipating the arrival of a legendary EMI TG12345 Mark IV console from Abbey Road Studios (one of only two made!), which will be available in Studio A as of October 2012. An EMI TG12410 mastering console is also slated for installation in Prime's new mastering facility, to be opened in by the end of 2012.

"We pride ourselves in being the most modern studio in Austria, which is why we gravitate to only the highest quality and most cutting edge audio equipment available," continued Buchbauer. "The System 5-MC is just that. The degree of control provided under EUCON, allows the S5-MC to not only control Pro Tools but also seamlessly integrate Pyramix for mastering too. This innovation has tremendously improved our workflow."

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