

# A Designs Audio "REDDI" For A Grammy

Ted Perlman of Buffalo Sound relies on systems from A Designs Audio - March 13, 2006

Democracy reigns at Buffalo Sound, the studio of L.A.-based producer/engineer Ted Perlman. Whether it's a Grammy award-winning session for a legend like Burt Bacharach, or an under-the-radar indie demo, Perlman ensures high performance at every level with a full suite of systems from A Designs Audio.

"My A Designs Audio gear has become my magic boxes. They sound amazing, but they're still direct, to the point, and reliable," says Perlman, who utilizes the A Designs' REDDI tube direct box, MP1 tube pre, Pacifica solid-state [microphone](#) preamp, and ATTY passive level controls at Buffalo Sound. "My criteria for equipment is that it has to be well-made and uncomplicated: If it doesn't make SOME SORT OF SOUND in ten minutes, get rid of it!" The tools I have from A Designs just work, from the sound to the interface."



Perlman's distinctively bright red REDDI box was an important part of helping to record Bacharach's latest record "At This Time," which took home the 2006 GRAMMY for "Best Pop Instrumental Album." "The REDDI is way more than just a direct box," Perlman says. "Like a DI box should, it keeps the electrical signal strong, clean and pure over long cable runs, but it also takes an ordinary sound and makes it special. For example, sometimes an acoustical guitar with pickups just sounds like an electric guitar, but the REDDI retains the acoustic character and makes it sound great. For bass, it wraps the signal in this protective coating that makes it sound spectacular when you're placing it in the mix. I also use it for mono [keyboards](#), harmonica and anything else I can think of. I basically won't record without it."

*Whether it's Burt Bacharach or his up-and-coming clients, producer/engineer Ted Perlman never has to think twice about calling on his A Designs gear.*

The A Designs mic pres have become an equally integral part of the Buffalo Sound signal path. "The MP1 is my favorite vocal preamp," states Perlman, whose lengthy discography includes the likes of Chicago, Dr. Dre, Bob Dylan, Elton John and Carole King. "It's clear, but with a kind of a tape sound that takes away any digital coldness and saturates without over-coloring, as if I had a great Ampex two-inch 24-track tape machine running. I also use it often for guitars. It's very musical sounding.

"The Pacifica is a solid-state preamp that has a great tube sound. It's a recreation of the sound from the classic Quad Eight boards, but with its own character. It's also got the simplicity that I love: just turn the knob, find the sound, go. It reminds me a lot of the operation of the LA-2A compressor in that way, and I think the Pacifica is definitely the grandchild of the LA-2A."

A lover of the seemingly simple things in life, Perlman gets maximum mileage from his A Designs Audio ATTY and ATTY 2-D passive audio line level controls. "The ATTY is a very clear, invisible attenuator which allows you to drop the level down without changing the sound of the device that's going into it," he explains. "If most gear can be compared to

a car than runs well, the ATTY would be the bumper that makes sure you don't get any dents or scratches. I have a Brauner mic, for instance, that puts out a great deal of output. I could use the 10dB roll-off on the mic, but that changes the sound slightly. Instead, I leave the Brauner on full and after it leaves the phantom power I take that into the ATTY, where I drop it down 5-10dB, and from there it goes into my MP1."

Ted Perlman's A Designs Audio equipment is ideal for Buffalo Sound, a studio where legendary performers and unknowns alike can always expect equal treatment. "I have a small studio, but I've shown I can hold my own in many ways with the top facilities we have in L.A.," he says. "Whether it's Burt Bacharach or my up-and-coming clients, I never have to think twice about calling on my A Designs gear. It works for me every time."

#### About A Designs Audio

*A Designs Audio is distributed by TransAudio Group, founded by industry veteran Brad Lunde. This organization has quickly become the premier U.S. importer/distributor and/or U.S. sales and marketing representative for high-end audio. Success hinges on TransAudio providing dealers and end users with a higher standard of product expertise and support far beyond the norm. TransAudio Group's product lines include A Designs (USA), ADT Audio (Germany), ATC (U.K), Brauner (Germany), Daking (USA), Drawmer (UK), Enhanced Audio (Ireland), George Massenburg Labs (USA), Heil Sound (USA), Pauly (Germany), Sabra Som (Brazil), Soundelux (USA), SoundField (UK), Weiss Engineering (Switzerland) and Z-Systems (USA).*

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