

## Coad chooses PMC & Bryston

*Simple Minds producer picks PMC monitors & Bryston amp for personal Studio*

Jez Coad, UK-based Simple Minds producer, has chosen a Bryston 4BSST amplifier to complement the PMC IB2S monitors at his personal recording studio in London.



High-resolution versions of these pictures can be downloaded by clicking on the following links: [Pic 1](#) [Pic 2](#) [Pic 3](#) [Pic 4](#) [Pic 5](#)

From left to right: Jez Coad in his personal studio with his PMC IB2S monitors (two views); one of Coad's IB2S speakers in close-up; two views of the new Bryston 4B SST amplifier in his main studio rack.

### December 2009

British Engineer and Producer Jez Coad, best known for producing the last two Simple Minds albums, *Black & White* and *Graffiti Soul*, working with mix specialist Bob Clearmountain, has purchased a Bryston 4B SST amplifier from the amplifier company's UK distributor PMC. The Bryston amp complements the existing PMC IB2S monitor speakers in Coad's London-based personal recording studio, where he writes, mixes and records vocal and guitar overdubs.

"I've had many kinds of monitors in my studios over the years, but never been very happy with the mid-range or the bass on any of them," comments Coad, fresh from recording vocals and guitar at his studio with Simple Minds' Jim Kerr. "Clarity in the mid range is absolutely essential for me, and yet it always seems to suffer on two-way speakers — most seem to have the crossover in exactly the wrong place, unless they're very small. That's why I use Yamaha NS10s, as the crossover on those is very non-standard, but you simply can't tell what's happening down at the low end on those. So I thought I'd try some three-way PMCs — every time I heard a pair in studios, I liked them. Their mid-range drivers sound fantastic, and they make you happy, which is very important for inspiration! About 18 months ago, I tried a pair of IB2Ss in my studio, and really liked them — they're impressive, but don't flatter, and they really tell you what's going on at the low end."

Coad professes himself a fan of PMC's patented Advanced Transmission Line (ATL™) which extends the bass response of the cabinet in a highly controlled way, producing a tight, informative low-frequency response where it matters. "Anything fitted with ATL seems to have a really effortless bottom end that doesn't get in the way of what's happening in the rest of the frequency spectrum," he comments.

The Bryston 4B SST amplifier is a more recent addition, Coad having decided that his monitoring system needed a further tweak. "I often get bored and change things around if I don't feel something is working in my studio, but I've stuck with the PMCs. I did feel I wasn't getting the best out of them, though, as I was running them off a top-of-the-range PA amplifier. The guys from PMC recommended the Bryston 4B SST. They offered to bring one down, as I'm a bit of a Luddite and a sceptic in these situations unless I can actually hear the benefit. The difference in warmth and detail was undeniable. They left with a large cheque — I just couldn't bear to see the amplifier go back!

"Now the Bryston is on board, whether I run the PMCs very quietly or really blast them, they're incredibly accurate. They're also the least fatiguing set of speakers I've worked with in this price range, even when I run them loud. I'm very, very pleased with them... I've yet to hear a set of speakers this size that comes close."



## PRESS RELEASE

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### **Bryston 4B SST**

The Bryston 4B is something of a legend. As our most popular model, it has attained international status as an amplifier suitable for the finest and most sophisticated sound systems. It is a dual mono design delivering a massive 300 watts per channel into 8 Ohms, 500 watts into 4 Ohms, and over 1000 watts in bridged mono mode. The 4B SST is the number one choice, be the venue a recording studio, a concert stage, broadcast facility, home theatre installation, or a state-of-the-art home-based stereo system. For more information, see the dedicated 4B SST product page on-line at:

[http://bryston.com/4bsst\\_m.html](http://bryston.com/4bsst_m.html)

### **IB2S**

The IB2S is based on the hugely successful IB1S with one major change to the driver complement. The addition of the PMC 75mm large soft-dome mid-range unit increases the definition and clarity to the level of the larger monitors in the range with no increase in cabinet size. Since the launch of the IB2S it has featured worldwide with high-profile clients such as Ronald Prent at Galaxy Studios, Kraftwerk's Kling Klang recording complex, Teldex in Berlin and JVC in Japan. The IB2S's potent performance and unsurpassed definition across the audio spectrum make it the ideal reference monitor for any stereo or surround project. For more information, see the dedicated IB2S product page on-line at:

[www.pmc-speakers.com/product.php?mode=view&pid=40](http://www.pmc-speakers.com/product.php?mode=view&pid=40).

### **About PMC**

PMC is a UK-based, world-leading manufacturer of professional monitor and audiophile speaker systems.

PMC designs feature its uniquely engineered Advanced Transmission Line (**ATL™**) technology, which provides a near-identical, high-resolution, wide-bandwidth signal response across the complete product range. Proprietary drive units, electronics and cabinet engineering provide unrivalled tonal accuracy, clarity and dynamic range throughout a range of designs, extending from the world's smallest **ATL™** design, the DB1S, to large-scale active control room monitoring systems such as the flagship BB5-XBD-A.

PMC monitor systems are in service with most of the world's premier music and film sound recording studios, broadcast companies, post-production and audio mastering facilities. For further information and an extensive list of clients, visit [www.pmc-speakers.com](http://www.pmc-speakers.com).