

# In the mix...



Bryan McGee is wearing his Phillies cap this morning. Bryan always has the red on his head, but today it's worn with a little extra pride—Ryan Howard is in for a Subway spot, and Bryan's engineering the session.



In another suite, John Baker is mastering a new SloMo album, coproduced by John Anthony and bandleader Mike "SloMo" Brenner. He is skillfully and methodically polishing this hip hop/slide guitar gem, readying it for distribution. Later today John Baker will be in the same control room with nine people recording and mixing a handful of new PECO radio spots. Tomorrow he'll be doing sound design and a final mix on a documentary film.

John Anthony is in the Final Cut suite editing a music video shot by Chris Landy for a soon-to-be-released project featuring singers Aoife O'Donovan and Karan Casey. John played drums on the cut as well as recording and mixing it.

Scott Waz is across the hall shepherding a series of hard-hitting political spots radio-ward; later today he'll be with actor David Morse doing ADR for a new TV series pilot, and after that he'll voice two spots for a medical client.

Chris Carroll is immersed in the world of synth sound design—effortlessly complementing the onscreen 3D animation segments of a major pharma video project. He'll then glide into tweaking some game audio files in FMOD. No mean feat!

Variety is the daily menu at Audio Post | Maja Media. The new company is the result of a merger, finalized earlier this year, between Scott Waz's Audio Post Philadelphia and John Anthony's Maja Audio Group. Scott recalls, "It took us about an hour to determine that we

should be working together." Anthony concurs. "It was immediately clear that the upside was huge—smaller physical footprint for me, more staff for Scott—enhanced capabilities for both of us." Scott continues, "John and I were single owners only able to venture so far in terms of growing the business. We both wanted more."

AudioPost | Maja Media gladly tackles the sort of projects that require a flexible, integrated team approach. John says "We designed the new rooms to interface seamlessly with the existing facility—visually and technically. We have two very large control rooms, which comfortably accommodate ten or more people, and a series of very good sounding recording spaces, all of which can be accessed from any control room."

An aspect of Maja's business model, which is translating well in the new environment, is an emphasis on video. "I started cutting video about four years ago"

says John A, "and I realized immediately that editing skills transfer perfectly between media. You have to master your tools, of course, but the truth is that the important part of editing happens in your head. Audio or video—the challenge is the same—find the story."

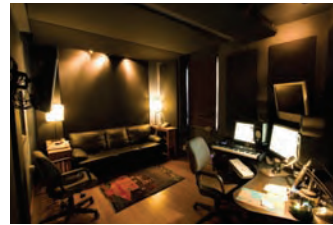
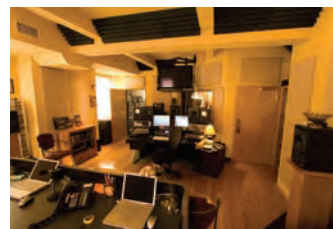
John partnered with DP Chris Landy while at Maja, and the two have brought their energies to the new venture, successfully collaborating on many well received productions. John says, "Chris is a great shooter and editor. He's very adept at Motion, and

at color grading inside the Final Cut environment. Now we can provide a one-stop solution for filmmakers working inside the box. For a recent local feature, we did Foley, ADR, sound design, full audio mix, graphics, color correct and output. It's a comprehensive approach to finishing that really works."

Additionally, AudioPost | MajaMedia continues a decades long tradition of creating targeted and creative original music with a hand-picked group of composers. Singer song-

writer Jim Boggia, whose "Live the Proof" was the high profile music pick for this year's Life on Blackberry campaign, will be in today to tweak vocals on a piece he's written for a NY agency client .

"We've built an environment here that will take us into the future," said Scott. "We're prepared for anything technically, and we have the flexibility to do anything we need to do." John agrees. "Agility is the name of our game—we are all media polymaths here—audio, video, web, gaming, whatever. You've got to be comfortable creating in any context, and processing input in any environment that your clients need to work in."



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