

Yellowbox Studios in Singapore install an ICON

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Stephen Bruel

Situated in the heart of Singapore's advertising belt, Yellowbox Studios recently installed a Digidesign ICON 32-fader D-Control worksurface and HD 3 pro tools system in its (Main Control Room) Studio 1. Yellowbox Studios offer a full range of audio and music production services and has a growing reputation for excellence in the Singapore audio production community. The ICON system will be used primarily for music mixing, post-production and sound design.

Yellowbox Studios' Managing Director Rennie Gomes has over 17 years experience in the sound engineering and production industry and is pleased with the versatility and speed of the system.

"With the ICON and HD3 system, we can actually handle a few different clients and/or jobs in a day," Rennie says. "This helps give us the extra edge when we have work through our client's demands, tweaking projects for them in a timely and qualitative manner."

Rennie is also impressed with the speed of the flagship product from Digidesign, and the economic benefits this delivers to the business.

"In the advertising industry, time is a very important factor," Rennie says. "With this new set up we can take on many more bookings than we could before."

Yellowbox Studios created the music and post production for a number of award winning ads including VISA (Best Music Award at the recent Asian Adfest), Chinese 88.com (Yellowbox Studios won three London-based D@AD awards for their work on this project and also Marriot Hotels and Nippon Paint), and in the 2001 Asian Advertising awards, they won the category of 'Best use of Music'.



The fabulous room at Yellowbox

Yellowbox Studios purchased their ICON system through Digidesign Singapore dealer IMS Mahajak Pro Audio Pte Ltd. IMS General Manager Shah Tahir is proud to be associated with and support Yellowbox Studios.

"I've known the guys from Yellowbox Studios for a long time and appreciate their uncompromising standards for audio," Shah says. "Yellowbox Studios has one of the most creative teams in Singapore."