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NEW VINTAGE-STYLE MICROPHONES BUILT IN TUCSON

Born and bred in the USA, Cloud channels the past to elevate today's sound

ANAHEIM, CA, January 14, 2010—Given the current global business climate, it's becoming increasingly rare to see a company manufacturing goods entirely within the US. Cloud Microphones, however, is doing exactly that as it launches a family of new handcrafted ribbon microphones designed and manufactured in the style of the broadcast microphones of the '30s, '40s, and '50s. Appearing in the Cloud catalog as the JRS-34 line, the mics combine vintage technology with modern innovations to produce a more natural sound for high-end recording.

Taken in historical context, the Cloud story actually begins in the 1930s at RCA* with Harry Olson and the development of the 44 and 77 Series ribbon microphones. Olson was succeeded in his post by engineer Jon R. Sank (1934-1998), for whom the JRS-34 microphones are named. While admittedly coming to RCA right on the heels of a hard act to follow, Sank was given the task of improving upon Olson's best mics. He did just that with the BK-11, a direct decedent of the 44 Series. It's been an inside audio secret for many years among top engineers that the BK-11 is the most advanced ribbon microphone in the world. Before Jon Sank died, he passed more than 50 years of skill and technology to his son, Stephen Sank. Trained by his father beginning at a very young age, Stephen Sank's studies continue to build upon lessons learned inside the original RCA Laboratories.

Over the last two decades, Stephen Sank and his wife Cynthia have used the skills handed down from his father to service and restore vintage ribbon microphones. Although these rare mics are not easy to obtain, and restoring them can be time-consuming, the Sanks have excelled in their chosen field. Their restorations and modifications have proven to be legendary among recording engineers and artists.

In 2006, RJ Cloud, a recording artist, was working in a studio in Tucson when Stephen and Cynthia Sank moved in next door. Shortly after the Sanks arrived, Steve loaned him a vintage RCA ribbon microphone that he had refurbished for a customer. He was impressed by the warmth and beauty of the sound. "It reminded me of vintage analog recordings, full of richness and depth, but with the clarity of digital," Cloud said.

Because vintage ribbon microphones have grown increasingly rare, Cloud and Sank set out to develop a modern ribbon microphone that would skillfully blend the old technology with the new.

Sank and Cloud collaborated on the design and applied for a patent in 2007. Another series of patents were filed based on the interior workings that make the



JRS-34 unique. After extensive experimentation and development in crude, makeshift microphone bodies, Cloud contracted with a Tucson-based fabrication firm called Aerofab to build a prototype. The prototype mics were then used extensively in Cloud's recording studio in a wide variety of applications, with fantastic results.

Today, Aerofab, Inc. (a woman-owned company committed to building quality products using environmentally responsible techniques), constructs parts for the microphones. Cloud microphones are assembled by hand in Tucson, Arizona with most parts manufactured locally. Any parts not made locally are contracted exclusively from United States companies. Each microphone is extensively studio tested and inspected personally by Sank before it is shipped to the customer.

"The Cloud JRS-34 is perfect for the digital-domain, it has the warm sound of the vintage ribbon microphones and is affordable for the musician who wants to get the best sound from his or her recording efforts," Cloud adds.

From Cloud Microphones, LLC, 45 W. Ventura Street, Tucson, AZ USA 85705-5546, 520-829-4164, www.cloudmicrophones.com.

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*RCA is a registered trademark of Radio Corporation of America. References to RCA are historical in nature and imply no affiliation with Cloud Microphones.