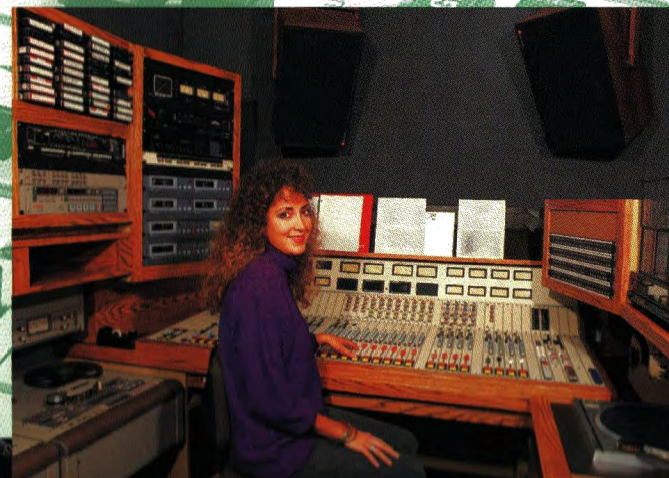BRINGING IT ALL TOGETHER

# BROADCASTING IS YOUR BUSINESS. BRINGING IT ALL TOGETHER IS OURS.







Jack Williams, President

➤ Most broadcasters know PR&E simply for our trend-setting consoles and are pleasantly surprised when they learn of the wide range of other products and services we offer. Products and services targeted to one goal: to assemble the finest studios in the industry. Since 1969, we have designed and equipped over 2,000 studios for the most prestigious names in major market and network broadcasting.

➤ You don't have to order an entire studio to receive the benefit of our experience. All PR&E products are designed to perform flawlessly in any studio system. They're always a breeze to install, compatible with all professional grade equipment, totally RFI immune, thoroughly documented, and backed by the best customer support in the industry. That's why leading broadcasters turn to us for their equipment and systems requirements again and again.

➤ Many assume they'll have to spend a fortune to get genuine PR&E quality. The truth is, our products and services are competitively priced. Plus our clients save additional money over the long term because of reduced maintenance cost and extended operating life.

➤ The following pages provide an overview of PR&E products and services. If you would like additional information, fill out the enclosed reply card or better yet, give one of our sales professionals a call. They can advise you on the right solution for your specific application. They're experts at it. After all, for over 22 years PR&E has been in the business of bringing successful broadcast systems together.

## UNMATCHED FEATURES AND QUALITY.
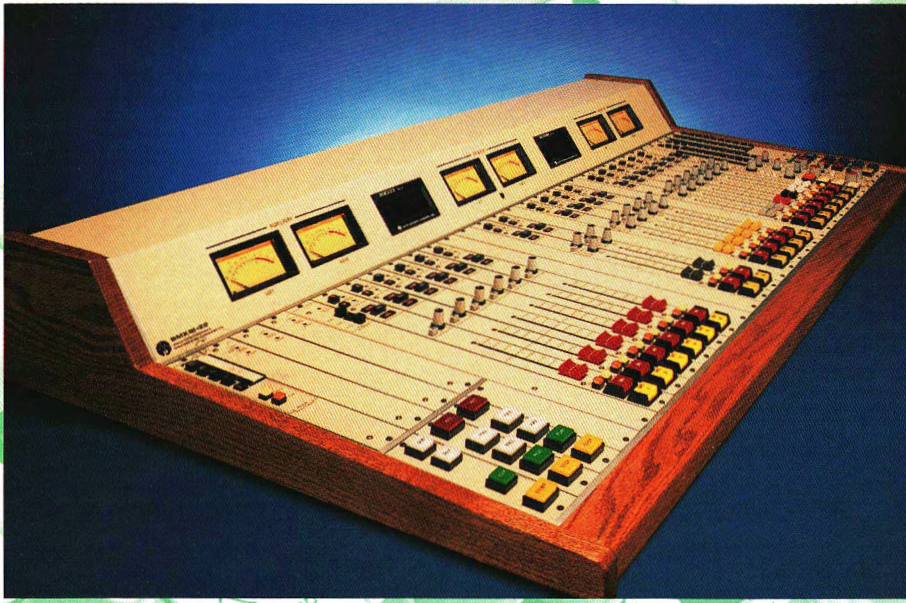








➤ **BMX-III Air Console**

The BMX-III is the third generation of the most popular on-air console in network and major-market broadcasting. By combining unparalleled operating features and advanced performance in a user intuitive design, the BMX handles the most complex programming effortlessly. While others have attempted to imitate its physical appearance and trend-setting features, BMX remains the first choice of market leading broadcasters.

➤ **AMX Stereo Production Console**

The AMX takes the fast, intuitive on-air functions of the BMX and adds stereo production features such as equalization, auxiliary sends and effects returns. AMX is equally at home on the air or in the production room and, like all PR&E consoles, will be the most reliable piece of equipment in the facility.

➤ **ABX Multitrack Production Console**

The ABX blends the power of a full-featured multitrack recording studio console with the speed and ease-of-operation of the BMX. This combination makes for an uncompromising broadcast production console, capable of any operational task, while remaining incredibly easy to use.

➤ **STX Stereo Television Mixer**

STX is designed to accomplish with ease the wide range of on-air and production audio challenges found in television stations. No other mixer in its class offers the power and flexibility of the STX.
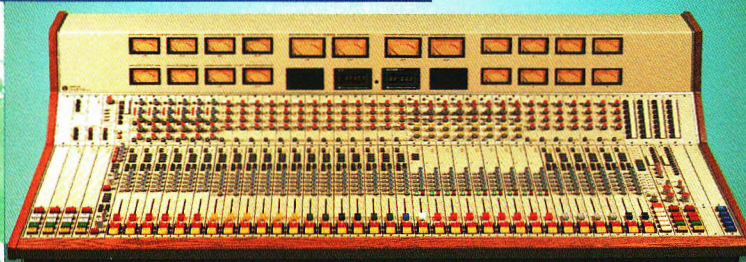
## DESIGNED FOR DEMANDING APPLICATIONS AND BUDGETS.









➤ Radiomixer Air Console

Radiomixer elegantly handles the most demanding broadcast challenges, from telephone talk and contest recording to multiple talent and guest interview shows, easily and efficiently. Innovative design and modern manufacturing technology provide Radiomixer with more standard-setting features than any console in its price range.

➤ Productionmixer Multitrack Production Console

Productionmixer is the multitrack production companion to Radiomixer, retaining all of Radiomixer's powerful on-air features while adding impressive production capability. Productionmixer makes an ideal back-up air console. With so many operating features in common, plus the standardized control layout, it's easy for operators to move efficiently from the air studio to the production room.

➤ Stereomixer Compact Stereo Console

A full-featured stereo broadcast console in a compact package, Stereomixer is ideal for dubbing, public affairs, talk show and production studios. A wealth of powerful features are contained within the small package including full logic control capabilities. Stereomixer is available in desktop and standard 19" rackmount versions.

➤ Newsmixer

Newsmixer, like Stereomixer, is a compact desktop or rackmount console created specifically for news recording, editing, dubbing and preparation. Designed for ease of use by non-technical personnel, Newsmixer is found in many of the nation's leading news operations.

## DIGITAL OR ANALOG, THE RIGHT TECHNOLOGY FOR THE JOB.

➤ ADX System

The ADX system is a digital audio multitrack workstation and console control surface designed to deliver the flexibility and quality of digital audio within the fast, intuitive functionality of a PR&E console. The control surface is completely computer-automated, remembering mixes, edits, equalization and other settings, and provides hands-on control of the workstation. Best of all, the control surface drops into our ABX or Productionmixer providing direct mixbus access to all the sources and features of the console. This intuitive architecture places the power of the system where it's needed, in the hands of the operator.

➤ Micromax

In 1980, PR&E introduced the legendary Tomcat, the first broadcast cartridge machine to deliver recording studio performance from NAB carts. Tomcat quickly became the first choice of major radio and television stations and the standard by which all cart machines were judged. PR&E's newest cart machine, Micromax, combines the sound quality of a Tomcat with innovative packaging to deliver a high-performance machine at an extremely affordable price. Micromax is ultra-reliable, inexpensive to maintain and, by virtue of its ingenious tape transport drive system, the coolest running cart machine in the broadcast industry.

➤ Dolby SR System

PR&E and Dolby Laboratories teamed up to develop the remarkable SR system for broadcast reel-to-reel and cart machines. The Dolby SR® system delivers digital sound quality from conventional analog tape running on conventional machines. With an intelligent logic interface making it completely transparent to the operators, there's nothing to learn or remember. The Dolby SR® system is compatible with all makes and models of reel-to-reel and cart tape machines.

## SUPERIOR QUALITY, FUNCTIONALITY AND STYLE. YOU CAN HAVE IT ALL.

➤ Custom Cabinetry

PR&E is renowned for building custom "showcase" studio cabinetry for major stations, networks and even theme parks. Our extensive systems design heritage brings to the client a level of professional experience unduplicated in the industry. Each cabinet is custom designed to accommodate the client's unique requirements of function, architectural space, equipment placement, and interior design. Our cabinetry is manufactured in-house by experienced craftsmen using the finest quality materials. No other manufacturer can supply the consistently superior quality of design and fabrication of PR&E custom cabinetry.

➤ PrimeLine™ Standard Cabinetry

Our Primeline series of cabinet designs are derived from our hands-on experience of building custom cabinets. By taking the most popular features from our custom design experience and utilizing innovative materials and production shop techniques, Primeline offers an elegant yet cost-effective solution to many broadcast applications. Manufactured in-house by the same skilled craftsmen who create our "showcase" units, Primeline delivers PR&E quality and features to broadcasters who don't require a custom design.
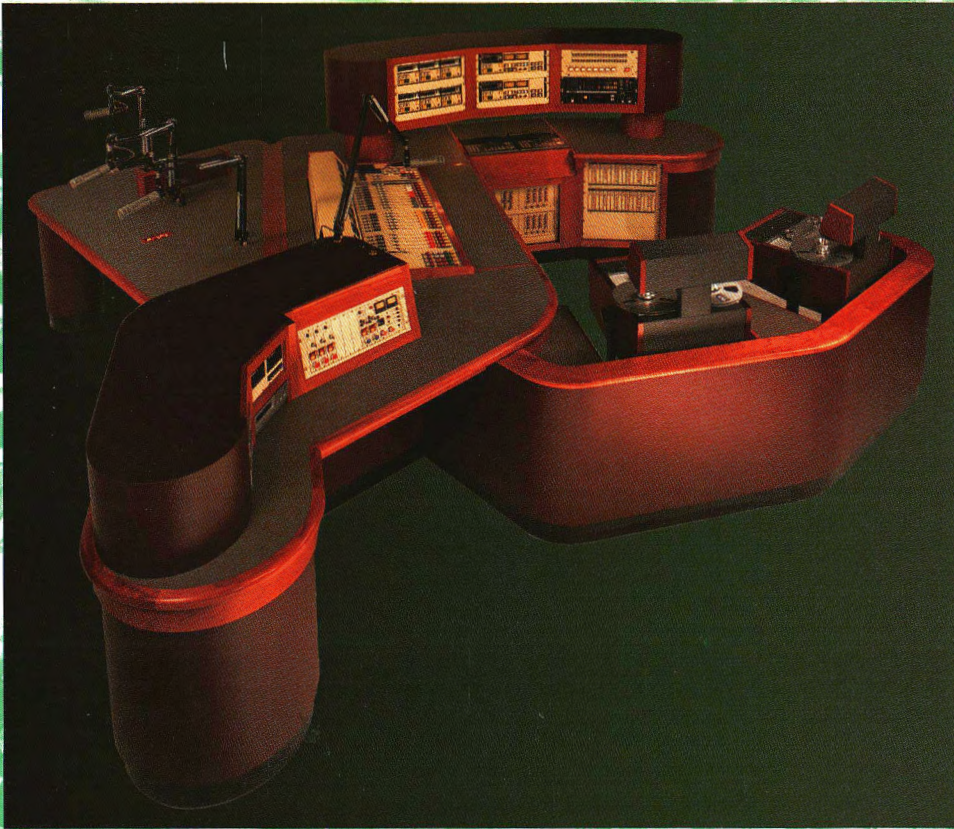
## SUPPORT EQUIPMENT FOR YOUR WORLD-CLASS STUDIO.
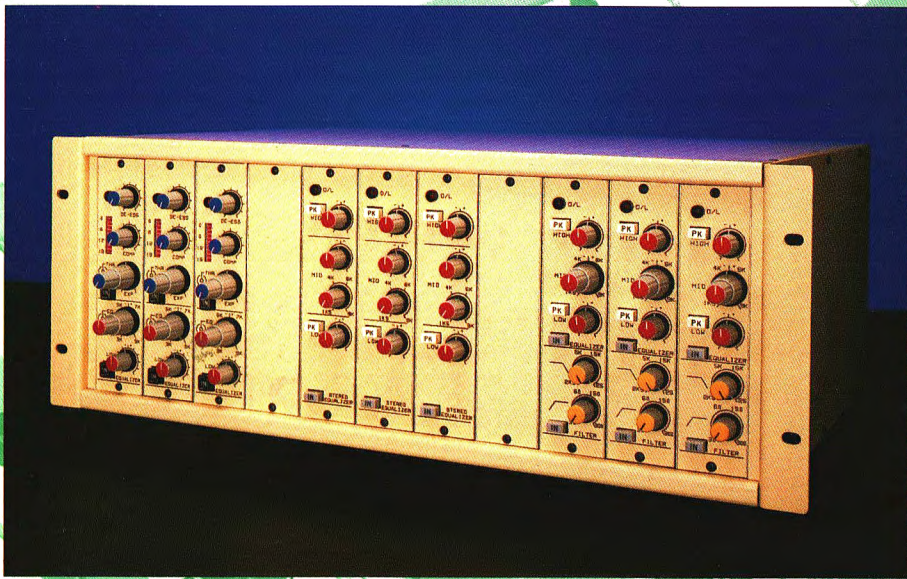








➤ EXP-11 Rack Frame and Processor Modules

The EXP-11 is designed to house and power the popular mono and stereo equalizer and voice processor modules originally developed for the AMX, ABX and STX consoles. The EXP-11 makes the features of these modules available for independent applications.

➤ SDA-8A Stereo Distribution Amplifier

With the sound quality and reliability of a PR&E console and more features than any audio DA on the market, the SDA-8A was designed for applications requiring reliability, flexibility and uncompromising performance. The compact single rack unit package can deliver up to +28 dBm to each of 8 stereo outputs or 16 monaural outputs, and features an input mode selector, true-balistic VU meters, and unrivaled specifications.

➤ LS-5, LS-10, and LS-20 Stereo Line Switchers

The LS-Series stereo line switchers are ideal for solving signal routing problems around the studio. The LS-5 makes a great input source selector for recorders, while the LS-10 and LS-20 are often used to expand the number of line or monitor inputs to a console.

➤ PSS-8 Program Select Switcher

The PSS-8 is used for selecting one of eight inputs from your studios for the transmitter feed. The switcher contains flexible remote control capabilities and is built around ultra-reliable, power-fail proof circuitry.
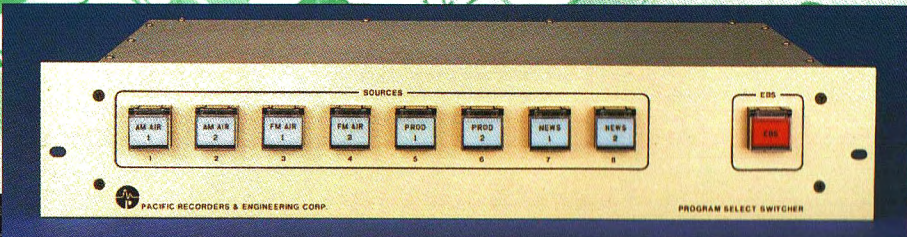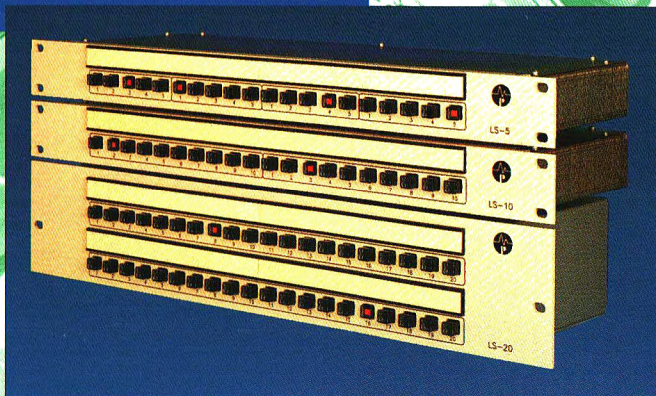
➤ Patch Bays

Our prewired patch bay assemblies are built using the highest quality jacks and unparalleled harness detail. We offer a range of general purpose packaged assemblies, with normalling and termination options, as well as custom full-facility patch fields which accommodate the complete scope of our consoles.

➤ OEM Equipment

To support our system integration services, PR&E is the OEM (Original Equipment Manufacturer) supplier of nearly every professional-grade tape recorder, CD player, turntable, microphone, accessory or processor you can name. We offer these products at competitive prices, and take care of the interfacing and testing to ensure they function properly in your system.

➤ Logic Interfaces & Cables

PR&E manufactures a full line of logic interfaces and cables for connecting most professional equipment to PR&E consoles. We also make interfaces for logic translation, warning light drivers, cassette skimmers, etc.

➤ Turrets & Studio Accessories

PR&E turrets provide control clusters for producers, talk show hosts, announcers, etc. Turret modules are available for performing every task imaginable from microphone controls to monitor selector panels and timers. PR&E can also supply virtually any accessory your studio requires, such as microphone arms, remote control panels, wiring panels, copystands, etc.
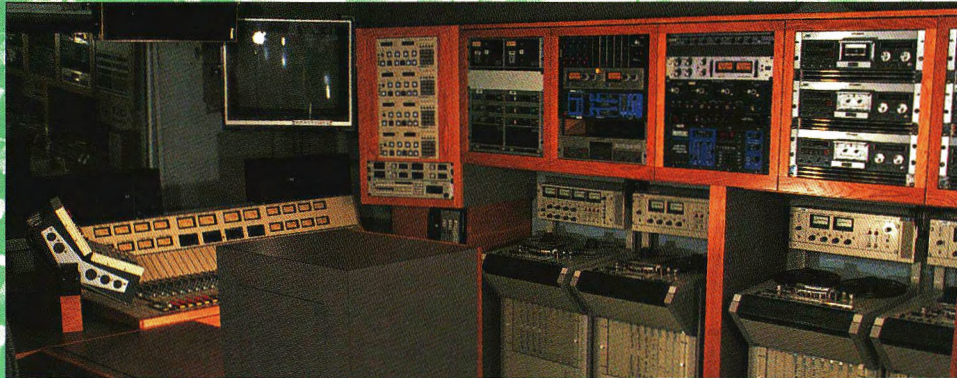
## Systems Design

### QUALITY IS IN THE DETAILS.

➤ PR&E systems are more than just hardware, cabinetry and wiring. They are the culmination of over twenty years experience designing and building world-class broadcast facilities. We appreciate that each broadcast operation is unique. As a result, there is no such thing as a generic "cookie cutter" solution.

The design process starts by studying your needs and objectives. We then offer a menu of creative ideas and possible design solution alternatives, each backed by solid analysis of the cost and benefits. Once your choices are made, we carefully design the system to address your objectives with ease and elegance, while applying our strict standards of ergonomics, operating efficiency and flexibility.

Finally, our specialized manufacturing teams build your system with incredible accuracy and attention-to-detail. Each system comes with a complete documentation package including everything from audio and logic wiring charts to equipment placement and installation drawings. And because the system has been assembled and tested in our factory prior to shipment, on-site reassembly and commissioning is quick and hassle-free.

You might expect to have to invest a fortune for all this, but the truth is, we build so many studio systems we've got the details down to a science. Let us show you how affordable owning the best can be.
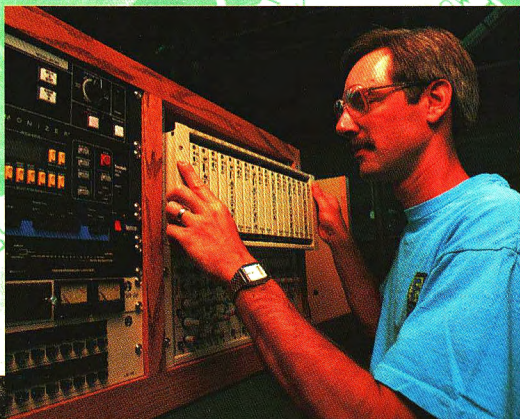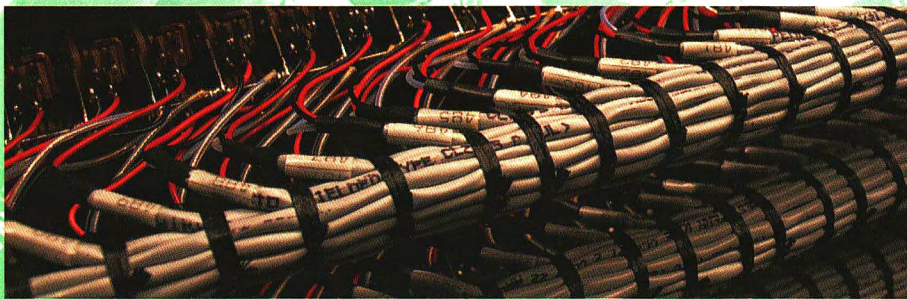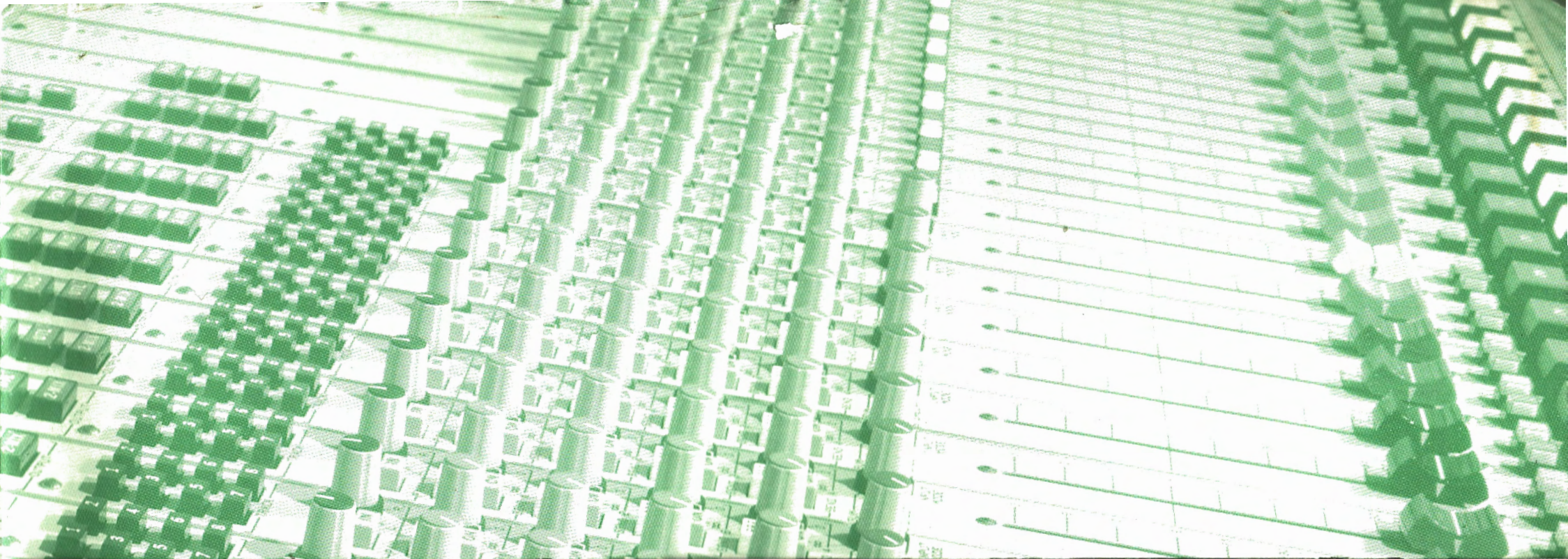
**PACIFIC RECORDERS**

**& ENGINEERING CORPORATION**

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