



9 rue Blaise Pascal
22300 Lannion, France

www.mulann.com

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MULANN, carrying the torch of audio analog recording

Since January 2015, MULANN group, through MULANN Industries branch, acquired the manufacturing of Audio Analog Product, previously part of PYRAL Company after RMGI and BASF. In charge of those activities now, the manufacturing of some legends analog tapes SM900, SM911, LPR35 and SM468 created in the 1970s by BASF, has been reactivated and thanks to the distributors, dealers, professional studios, home studio, and all users to continue believing, as we MULANN believe, in the value of analog recording.

MULANN is now in a position to carry the torch and several indicators make us believe in the future and the continuous interest of analog recording. Professionals Audio Engineers, Audio Archiving Experts, Engineers are proving everyday that digital world and analog world have both their interests and can live together, and enrich each other. The digital recording is not replacing analog recording, but is a complementary solution for audio recording, production and archiving activities.

That for in 2016, MULANN Industries will extend its capability to produce and will answer fully to the growing demand on Analog Tapes for Audio Engineering. We have three major domains to support: Audio recording for Music Industry, Audio recording for Cinema Industry and Audio recording for Instrumentation & Scientific Industry.

The Studio Master product line, created by BASF to provide tapes for audio engineers mixing the musicians albums, are recording today for several music businesses: the music streaming over the internet, the MP3 Digital Industry, requiring more and more playback quality, music physical production with a revival from Audio CD of Vinyl Industry. Machines using Analog tapes, exist everywhere, and are still working properly, remaining in the Studios who never stopped to record on Tapes, and Digital Studios start to retrieve the sound of music through Analog recording, reactivating machines they can find.

That for, MULANN industries will reactivate strongly and focus on the core formulations and formats of Audio Analog Recording and will support the development of Studio Mix Mastering providing through its distribution Network in USA, Europe and all over the world the Analog Master Tapes.

“We are proud to carry the torch of audio analog recording, and we will continue to produce the tapes that our customers and the users use and like for their audio technical properties. Beginning 2016, we will reinforce our contribution to the audio community and strengthen the analog audio recording values and business.” explains Jean-Luc Renou – CEO of MULANN Group

Press Contact MULANN
Nadine Patry, Chief Marketing Officer
info@mulann.fr



MULANN INDUSTRIES SAS - 53 Rue de la Division Leclerc - 50300 Avranches - France
Tel. +33(0)2.33.68.68.20/23 Fax. +33(0)2.33.68.68.21