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Press Release

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MOJAVE AUDIO AND ROYER LABS MAKE STRONG SHOWING AT 2014 FOLK ALLIANCE CONFERENCE AND WINTER MUSIC CAMP

'Pop Up Studio' a major hit with conference attendees

Burbank, CA ... Mojave Audio (David Royer's 2nd microphone company) and Royer Labs, in partnership with Sweetwater Studios, recently participated in the 2014 Folk Alliance Conference and Winter Music Camp held at the Westin and Sheraton Crown Center Hotels in Kansas City, MO. Folk Alliance International exists to foster and promote traditional, contemporary, and multicultural folk music and dance and related performing arts. As part of this year's activities, Mojave Audio and Royer Labs established a 'Pop Up Studio' for conference attendees to record in. It also gave musicians an opportunity to try the company's microphones first-hand. After recording sessions, attendees were given multitrack audio files of their recordings.

Gaining logistical assistance from company friends at Sweetwater Studio, the Mojave and Royer team set up the studio in one of the hotel's conference rooms. With support from Auralex, the Pop Up Studio gained some acoustical treatment to provide the best possible recording acoustics for those in attendance. Combined with a wide assortment of Mojave and Royer microphones, conference attendees found themselves in the midst of world-class recording products with a group of seasoned recording engineers.

Mark Hornsby, producer, engineer and director of music production and artist relations for Sweetwater Studios, served as the key recording engineer for the program, with assistance from Dan Ankney, Banner Kidd, and Royer Labs' John Jennings. Additionally, guitarist / vocalist Anne McCue and Jennings captured the various sessions on video. Collectively, they recorded 33 sessions comprised of 52 musicians for a total of 138 takes and 78 songs in just three days. In the near future, Mojave Audio will announce and make available a series of videos from this year's Folk Alliance Conference.

"First and foremost," said Hornsby, "working with Mojave Audio and Royer Labs is always a pleasure. John Jennings, Dusty Wakeman, the entire Royer – Mojave team, the companies' products—everything about them is first class. Having the opportunity to work with them in the Pop Up Studio was a chance I wouldn't want to miss. They make some of the best microphones on the market today and to use those mics and record some very talented people at Folk Alliance was a real treat. The ability to help educate the attendees, the chance to participate in Folk Alliance—everything about those three days was a very rewarding experience."

John Jennings, Royer Labs' VP of Sales and Marketing, commented on the sessions that took place in the Mojave Audio – Royer Labs Pop Up Studio, "This year's Folk Alliance conference was a great opportunity for everyone who attended. Many of the performances in the Pop Up Studio were truly inspired and we're looking forward to sharing some of those performances via videos that will be released over the coming months. The Pop Up Studio is Dusty Wakeman's brainchild and it's been growing each year to the point where, this year, we were jammed all day and well into each night. We're already looking forward to participating in next year's event—again in Kansas City, MO.

To learn more about Folk Alliance International, visit them online at www.folkalliance.org.

About Mojave Audio

Located in Burbank, California, Mojave Audio is a manufacturer of quality microphones for the recording professional. Additional information on the MA-301fet and all Mojave Audio products can be found online at www.mojaveaudio.com.

About Royer Labs

Located in Burbank, California, Royer Labs' microphones are a staple of leading recording and broadcast facilities. For additional information about all Royer microphones, please visit the company at www.royerlabs.com.

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Control click [here](#) for a hi-res image of (from left to right): Banner Kidd, Mark Hornsby, Dan Ankney (all from Sweetwater Studios), Jim Lauderdale, and Anne McCue (artists).

(http://mojaveaudio.com/PR/PR_FolkAlliance2014.jpg)