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LEGENDARY EIGHT-TIME GRAMMY WINNING AUDIO ENGINEER ELLIOT SCHEINER RETIRES HIS NS-10 MONITORS FOR ATC SCM25A THREE- WAY REFERENCE MONITORS



LAS VEGAS, NEVADA – FEBRUARY 2019: For nearly half a century, Elliot Scheiner has been recording and mixing just about every musician and band of consequence, earning twenty-seven Grammy nominations and eight Grammy wins for his efforts.

His wins include work with Steely Dan, Donald Fagen, Derek & the Dominos, and Beyoncé; and his larger list of clients includes Toto, Paul Simon, BB King, Eagles, Eric Clapton, Fleetwood Mac, Sting, Faith Hill, Foo Fighters, and on and on. In addition, Scheiner garnered two Emmy Awards and three TEC Award nominations. He is a TEC Hall of Fame inductee and holds an honorary Doctor of Music degree from Berklee College of Music, where he currently runs recording and mixing workshops. It was at Berklee that Scheiner fell in love with ATC's revealing transparency, inspiring him to overcome a "superstitious" attachment to his NS-10s in favour of ATC SCM25A three-way monitors.

Scheiner heard ATCs over a decade ago and thought they sounded "incredible," but that experience didn't move him to make the jump. "You can get yourself to a place where you're superstitious about the tools that brought you to that place," he explained. "I used NS-10s for most of my life." Given his unambiguous success, it seemed like an open-and-shut case of 'if it ain't broke, don't fix it!'

It was only after Scheiner repeatedly got in front of ATCs to do workshops at Berklee that the practical benefits of their "incredible" sound became apparent. "Every one of the rooms at Berklee has ATC monitors," he said. "I fell in love with them. The ATCs gave me an honest representation of what I was recording and mixing. At the end of the day, I would bring the work home to my NS-10s to finish, but there was nothing left to do! The decisions I made with the ATCs stuck." He views the difference between working on the ATCs and the NS-10s not as working faster, but rather working with less effort. "Ears are a funny thing," he mused. "I could try to throw some facts at you about why I like the ATCs so much, but in the end it's just that I hear what I want to hear on the ATCs. With other speakers, I know what I want but I have to go out and get it. The ATCs just give it to me."

Since he first got the ATC SCM25As a few months ago, Scheiner has completed work on forthcoming releases by jazz musicians Kandace Springs and New York Voices.