



ANALOG IS BACK

RecordingTheMasters, the audio tape manufacturer and **Ballfinger**, the audio tape recorder manufacturer announce their cooperation and will exhibit together for the first time at the next **High-End Munich Audio in May 2018**. After the amazing revival of the vinyl record, the long-dead magnetic tape is now experiencing a resurgence and will become one of the most important topics in the audio and high-end industry over the next few years. While RecordingTheMasters is providing its best-in-class reel-to-reel audio tapes for home and studio use, Ballfinger will demonstrate its new tape recorders. After 20 years without any new tape recorder, Ballfinger will launch this year its M063H series, presented in various configurations: from the basic M063H1 as pure playback device to the highly upgraded M063H5, there is something for everyone. Likewise, RecordingTheMasters has today a full product range from the popular LPR 35 for audiophiles up to the Studio master tape in 2-inch width.

“The availability of a new high-end tape recorder combined with our fresh reel-to-reel tapes is an important milestone that will impact the future of music recording and listening. Our collaboration will enable artists, recording studios, music labels and audiophiles to access to a renewed experience of analog audio.” said **Jean-Luc Renou**, CEO of RecordingTheMasters.

“We are very pleased with our collaboration on analog audio with RecordingTheMasters as a key partner,” said **Roland Schneider**, Ballfinger CEO. “It puts us in a unique position to contribute significantly towards the resurgence of analog audio in high-definition.”

About RecordingTheMasters

RecordingTheMasters is the brand name for all music reel-to-reel audio tapes from the French manufacturer **Mulann**. Based in Avranches (Normandy), Mulann manufactures magnetic tapes for two different markets: reel-to-reel tapes for the audio market and magnetic stripes for the card/ticketing industry. On the audio market, Mulann offers a complete range audio tapes for three market segments: **Music** (audiophiles and professionals) with products based on proven AGFA BASF formulas (Pro SM900 SM911 SM468 / semi-pro LPR35 LPR90) and an improved manufacturing process; **Instrumentation** (scientific and military applications) with very high-end products; **Archiving/Cinema** with perforated tapes. For more information, please visit the website: www.recordingthemasters.com.

About Ballfinger

Ballfinger is a project of the Dusseldorf based industrial designer Roland Schneider that surprised the audio community in February 2017 with the new presentation of the tape recorder M 063 at the North German HIFI days in Hamburg. Until now, the brand Ballfinger was a name for design lovers, architects and watch fans. The launch of the new analogue open reel tape recorders is regarded as the supreme discipline among product developers and manufacturers of audio components. Ballfinger M063H series will be manufactured in the well-known design and fashion city of Dusseldorf and distributed worldwide. For more information, please visit the website: www.ballfinger.de