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Nashville Recording Session to Stream Live to Fans in HD

Marshall Electronics, MXL Microphones and StreamVu have partnered with THE CHOIR, a Grammy nominated band based in Nashville, and Russ Long, a well-known recording engineer, to stream live while the band records its upcoming live album on 26 July 2014. Their fans will have a chance to look behind the scenes in real-time as THE CHOIR lays down tracks in front of a live audience.



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From the studio at Studio Instrument Rentals in Nashville, the band will play the two shows as they are streamed live to www.TheChoir.net, where viewers all over the world can watch the band perform. Marshall, MXL and StreamVu are providing the hardware and technical support to stream the shows. Russ Long will simultaneously record the performances for the CD to be released later this year.

The project is made possible by [Marshall Electronics](#)' IPTV system, which includes Marshall HD mini cameras and a video encoder that allows the cameras' feeds to be viewed online. Six of the mini cameras will be positioned throughout the studio, capturing different vantage points throughout the shows. A Marshall technician will operate a video switcher to change the camera views. The switcher then sends the cameras' video signals into Marshall's PS-102 Producer Station encoder to prepare it for distribution by [StreamVu](#).



IPTV enables bands and performers to set up at clubs and venues, and live stream their concerts directly onto the home pages of their websites. StreamVu, an IPTV content delivery network, will distribute the concerts from the cloud to internet-enabled devices everywhere. Using MXL microphones and Sound Runner Cable by MXL, the performances will be viewable on www.MXLmics.com as well as TheChoir.net.

The band will play songs from their new album, 'Shadow Weaver', along with the top songs from their large catalogue. In addition to sound recording by Russ Long, the camera feeds will be recorded for later video editing. Dan Michaels, the band's sax and lyricon player, said they appreciate the opportunity to take their hometown gig and offer it across the globe via Marshall's live streaming system.

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Russ Long said, “This live album has been in the planning for over six months and we’ve been determined to make it something extraordinary. Adding a live audio and video streaming element does this for us. Ten years ago I would have never imagined that this would be possible but MXL, Marshall & StreamVu have developed high-quality live streaming that works and is affordable.”

Perry Goldstein from MXL’s Sales and Marketing also noted, “Live streaming is the future of concert distribution. Bands can stream their own live content with a small investment in equipment and a CDN. Bands with a large, spread-out fan base, like The Choir, can use live streaming to reach their audience all over the world.” www.Marshall-usa.com

