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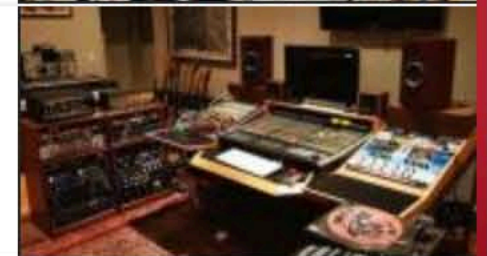
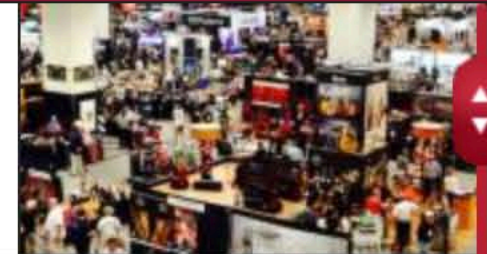
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PAR's Long To Stream Choir Session

By PAR Editorial Staff 07.25.2014

Nashville, TN (July 25, 2014)—MXL Microphones, Marshall Electronics and StreamVu have partnered with The Choir, a Grammy-nominated band based in Nashville, and Engineer/Producer and *PAR* Senior Contributor Russ Long to stream live while the band records its upcoming live album. For the first time, fans will have a real time, behind-the-scenes glimpse of the creative process as The Choir lays down tracks in front of a live audience. The band will play two hometown shows that will be streamed live from a studio in Nashville to the band's website. Marshall, MXL, and StreamVu are providing the hardware and technical support to stream the shows. Russ Long will record the performances for the CD to be released later this year.



The project is facilitated by Marshall Electronics' IPTV solution, which includes Marshall HD mini cameras and a video encoder that allows the cameras' feeds to be viewed online. IPTV enables bands and performers to set up at clubs and venues, and live stream their concerts right 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. The Choir will perform with MXL microphones and Sound Runner Cable by MXL.

The band will play songs from their new album, *Shadow Weaver*, along with fan favorites from their catalog, in two shows at Studio Instrument Rentals, Inc. in Nashville. In addition to sound recording by Russ Long, the camera feeds will be recorded for later video editing.

"This live album has been in the planning for over six months and we've been determined to make it something extraordinary," stated Long. "Adding a live audio and video streaming element does exactly that. Ten years ago I would have never imagined that this would be possible but MXL, Marshall and StreamVu have somehow developed a remarkably high-quality live streaming solution that is amazingly affordable. I'm excited to say that we'll be incorporating their products throughout all aspects of the shoot including the MXL microphones on the stage and the Mogami cabling integrated into the Pro Tools system."

The Choir's live performances of *Shadow Weaver* will be live-streamed on July 26 at 6 pm and 8:30 pm Central Time at www.TheChoir.net and www.MXLmics.com.

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