



ATR MAGNETICS INTRODUCES NEW GENERATION ANALOG TAPE

York, PA., September 20, 2007 - ATR Master Tape is now in full production. The result of many hours of development and process refinement have given rise to the first new analog mastering tape in 10 years with magnetic properties specified by tape recording industry veteran Michael Spitz. ATR Master Tape provides an ideal combination of high output capability, very low noise and musical transparency.

We understand that magnetic and aural performance by itself does not constitute a super tape. The magnetic particles must be supported by the best possible binder system and PET Film substrate available. To that end we consulted the world's top chemists and process engineers to make sure ATR Master Tape runs clean pass after pass. It withstands countless overdub passes without compromising the sound that you worked so hard to achieve. Without the need to transfer your tape to a workstation after recording you will be able to keep the session flow moving without interruption.

The longer your music avoids A/D conversion, the better the results. Tracking, overdubbing, mixing and mastering to ATR Master Tape is simply the best method possible to create the ultimate musical results which cannot be achieved in any other way.

“Nothing Sounds Like Tape”

Available in 2”, 1” and 1/2” widths in 2500’ lengths on precision hubs and flanges. Factory direct ordering is available via our website. Please contact Mike Spitz for all technical questions at (717) 852-7700.

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