

**FOR IMMEDIATE RELEASE**



**October 31, 2002**

**CONTACT:**

Robin Leboe  
Email: [robin@izcorp.com](mailto:robin@izcorp.com)  
Tel: 800-776-1356 Fax: 604-430-5828

***Cherokee Studios Finds 2" Tape Alternative in iZ RADAR 24***

Los Angeles, CA (October 31, 2002)—With an impressive list of clientele and enviable track record of more than 200 gold and platinum albums over the past 30 years, West Hollywood's Cherokee Studios has finally found a worthy successor to the venerable 2" analog multitrack in iZ Technology's RADAR 24 hard disk recorder.

Studios owners Bruce, Dee and Joe Robb are known for having a passion for excellence and that fact becomes very apparent when talking about audio quality. "When we heard the RADAR 24 system and compared it to our 2" machines we were honestly blown away," says Bruce Robb. "Other computer based systems like HD don't even come close to capturing the warmth and dimensionality we're used to in the analog domain. We see the RADAR 24 as the best solution for people who don't want to use computers and might be tempted to go back to analog [tape]."

Other recent upgrades at the facility include the addition of an 80 input API Legacy Plus console, an SSL equipped 5.1 mix room and the re-location of Cherokee's famous Trident A-Range consoles, which are credited for a litany of projects from industry superstars such as Rod Stewart and David Bowie.

"When you pair the RADAR with the [Trident] A-Range or the API the results are unbelievable," says Dee Robb. "Our clients want the best possible sound quality and they expect reliability. With the RADAR 24 they get both, it's a wonderful machine."

A sampling of Cherokee's track record clearly illustrates their diversity and ability to deliver the goods when it comes to making successful records - Aerosmith, Billy Idol, The Cars, Cher, Alice Cooper, Dave Matthews Band, Duran Duran, Frank Sinatra, The Go-Go's, Al Green, Michael Jackson, Jane's Addiction, Lenny Kravitz, Paul McCartney, Public Enemy, Steely Dan and Tom Petty to name a few.

Cherokee Studios  
751 North Fairfax  
Hollywood, CA 90046-7261  
Tel. 323 653 3412  
[www.cherokeestudios.com](http://www.cherokeestudios.com)

iZ Technology  
214-8988 Fraserton Court  
Burnaby, BC V5J 5H6  
Tel. 1-800-776-1356  
[www.recordingtheworld.com](http://www.recordingtheworld.com)