



The opposite of cranking it to

eleven.

Rain Recording makes a cool and quiet professional recording experience possible with their Solstice line of digital audio workstations, powered by AMD.

Aspiring artist, rock star-in-training or paid professional — no matter what talent or experience level, a musician always needs to be prepared when inspiration hits. That's where Rain Recording comes in. Rain provides PC systems and peripherals enhanced for demanding audio and video applications, for high-end home set ups to professional recording studios.

When Rain wanted to create a new line of digital audio and video recording computer systems to make that high-performance experience accessible to a wide range of users, it turned to AMD. And delivering on its promise of Cool'n'Quiet™ technology, AMD helped Rain offer seriously quiet technology for seriously demanding talent.



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— Kevin Jacoby, co-founder of Rain Recording

Hearing is Believing

Since its founding in 2001, Rain Recording has built an enviable reputation — and continuing success — by providing high-performance PC systems optimized for the music industry. Rain's customers range “from the garage band teenager to the dentist with a project studio all the way up to major productions in Las Vegas and on Broadway,” according to Bill Paschick, co-founder and president of Rain Recording.

In 2007, Rain decided to explore the idea of creating a workstation class computer for those who are not necessarily “professionals” but are nonetheless committed to creating superior quality digital audio and video from home. “We wanted to provide an option for people who didn't necessarily want to put down a huge chunk of change to get into the digital audio game, but certainly knew they needed to be empowered to create something. To make art. To create music,” said Kevin Jacoby, co-founder of Rain Recording. However, when Rain looked at their current processor, they weren't sure it could meet their needs.

As the majority of folks on the Rain Recording team are musicians themselves, they understood how the smallest of sound

drop-outs, pops and clicks during recording (what the average listener likely wouldn't be able to notice) would be maddening for the professional or aspiring artist who is always seeking perfection in his/her work.

“A couple obvious pitfalls associated with audio and video production are heat and noise. One thing you probably won't have in a home studio is a vocal booth or any kind of separation. So, to have a computer sitting next to you that sounds like a jet engine while you're trying to do this beautiful, soft vocal track. It's absolutely just not going to happen,” explains Jacoby.

“The other enemy of audio and video production is heat buildup. When heat gets trapped inside the system, it causes glitches. Ultimately it creates a huge amount of wear and tear on the system. And it does lead to failure, which leads invariably to you on the phone with tech support, trying to figure it out. And if you're on the phone with tech support, then you're not making music.” When they realized their current processors were running hot — meaning the fans had to constantly cycle on to cool the PC system — they knew something had to be done.





Giving Customers the Silent Treatment

Having heard about AMD's energy-efficient processors, the Rain Recording team was excited about the possibilities of pairing AMD's Cool'n'Quiet technology with Rain's Quiet Cool™ System Architecture. "Rain has Quiet Cool and AMD has Cool'n'Quiet. You couldn't have asked for a more symbiotic relationship," said Jacoby. As soon as Rain saw how AMD's commitment to lower power consumption mirrored its own, Rain worked quickly to deliver "Solstice," the first ever AMD processor-based Rain digital audio workstation for customers looking for a powerful yet cost-efficient digital recording system for their home.

"In our pursuit of the next great improvement for the digital audio and video community, we had hit a plateau. It really seemed that we had no choice but to offer the same thing as everybody else," said Jacoby. "Then AMD introduced us to processor technology that helps us push the boundaries significantly further than what we thought was possible."

Offering an ATI Radeon™ graphics processor and the choice of AMD Athlon™ Dual-Core or AMD Phenom™ X4 quad-core

processors, Solstice provides exceptional processing power in a stable system helping customers push the boundaries of what is possible without causing their computer to overheat or worse, fail.

"Solstice was our very first AMD-based product. It was a bit of an experiment, at first. It was a way to see exactly what it was going to do to our customers to offer them a higher level of performance at a lower cost to them. I don't think any of us expected it to do exactly what it did," said Jacoby. "It must have hit a magic chord somewhere, because it kicked open a whole new segment of people who realized that this kind of empowerment that Rain was offering was now available to them."

Philadelphia-based rock band, Underbelly, was an early adopter of the Solstice system. All of the band's members—Joanne Germann-Bevans, Jerry Bevans, Miguel Martinez and Shawn Meister — have nothing but praise for the system and Rain Recording.

Meister, lead and rhythm guitar player for the band, commented, "Our old system would only run for an hour before it would overheat and then freeze on us. Since we moved to Rain

technology, we haven't had any problems. Further, with Solstice our music has store-ready CD sound and that is before we've mixed or mastered anything yet."

Solstice's Encore

Customer adoption and enthusiasm for Solstice has been so strong that Rain recently launched a new edition of the system based on AMD's "Spider" platform. The Spider platform combines the AMD Phenom X4 quad-core processor, Series-7 chipset and the ATI Radeon™ HD 3870 graphics engine together for the first time to create a powerful computing platform—offering incredible digital audio performance whenever the customer's inspiration hits. Additionally, the Solstice "Spider Edition" is equally as visually stunning as the original, with a striking red aluminum package—proving that sometimes you can judge an album (or computer) by its cover.

Even digital music enthusiasts who typically build their own PCs have started buying systems from Rain since the launch of Solstice. This is in part due to AMD's reputation within the entertainment industry as well as the exceptional performance quality that Solstice offers. Further, customers who have always enjoyed recording music but were uncertain about investing in home audio recording technology because of the significant financial investment and questionable sound quality have eagerly adopted Solstice.

"When we announced that we were going to offer AMD product, people came out of the woodwork in the industry, saying, 'Great, you know I have an AMD on my desk' and I in turn said, 'Where'd you get it?' It turns out a lot of them had built it themselves," said Paschick. "It's amazing how pertinent people in our industry feel that AMD is to audio production."

"The Rain Recording system is amazing," said Germann, lead vocals, Underbelly. "For years, I hated the way I sounded during playback. After recording on Rain's system though, I finally like the way my voice sounds." Germann continued, "We really think that Rain's technology can take our music to the next level." This is of course, music to Rain's ears.

"AMD made it possible for Rain to bring professional-level audio production to the home user," said Paschick. "We're still swimming in the wonderful, positive response that we have received from customers who use our AMD-based systems."

For more information about Rain Recording, visit: www.rainrecording.com

About AMD

Advanced Micro Devices (NYSE: AMD) is a leading global provider of innovative processing solutions in the computing and graphics market. AMD is dedicated to driving open innovation, choice and industry growth by delivering superior customer-centric solutions that empower consumers and businesses worldwide.

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