

## **The Emmy-Award Winning Sound Production Team of the 52nd Annual GRAMMY Awards Ceremony at the Controls Again**

*Music Mix Mobile Taps Tekserve as Solutions Integrator at the 53rd Annual GRAMMY Awards*

**New York, NY** – The Emmy-award winning team behind the 2010 GRAMMYS is back at the controls. Tekserve, New York's largest independent Apple store and service facility, today announced it has been selected by Music Mix Mobile for the sixth straight time to provide audio engineering and sound mixing integration support for the live broadcast of the 2011 GRAMMY Awards on February 13th.

A leading remote facilities company combining the talents of award-winning production professionals and state-of-the-art audio solutions, Music Mix Mobile was the recipient of the Emmy Award by the Academy of Television Arts and Sciences in the category of sound mixing for the 52nd Annual GRAMMY Awards on February 10th, 2010. Music Mix Mobile presented a certificate of the award to Tekserve Pro, a group within Tekserve focused on developing advanced solutions for video and audio professionals and facilities, helping Music Mix Mobile garner the esteemed honor.

"Tekserve has been a key partner of ours in order to seamlessly pull off an event of this magnitude," said Joel Singer, Engineer-in-Charge and co-founder of Music Mix Mobile. "We depend on the knowledge and the skill set of their employees daily. Never have I come across a service-oriented establishment that carries the full line of equipment we need to purchase and has intimate knowledge of it. Everyone sells gear, but what it all comes down to at the end of the day is customer service and support, and that's what Tekserve gives us. They are at the top of their game and it's a pleasure to work with them."

Led by Matthew Cohen, Tekserve Co-Owner, and Christopher Payne, Director of Professional Audio Sales, Tekserve Pro leverages its expertise in Mac-based software and hardware in ways that serve, equip, and support professionals in the video and audio industry.

"From pre-production to live broadcast to post production, putting on an event the scale of the GRAMMY Awards takes a lot of technology – more than 450 microphones, 155 tons of lighting, 13,000 amps of power, 19 video screens, 94 speakers – and an endless amount of Macs," said Christopher Payne, Director of Professional Audio Sales, Tekserve. "As technically challenging as this may seem, Singer has again put together an incredible ensemble of sound engineers to make The GRAMMYS an event to remember. We look forward to another successful partnership for the benefit of all the participating artists, the live audience in attendance, and the millions of viewers watching."

The GRAMMY Awards are the only peer-presented awards to honor artistic achievement, technical proficiency and overall excellence in the recording industry, without regard to album sales or chart position.

### **About Tekserve Pro**

"Simple Solutions to Complex Problems" — Tekserve Pro finesses advanced workflows, networks, and storage solutions. They provide unparalleled professional support, consulting, and

installation services for the latest hardware and software. Call (212) 381-6363 for more information or to schedule an appointment with a Tekserve Pro solutions expert today.