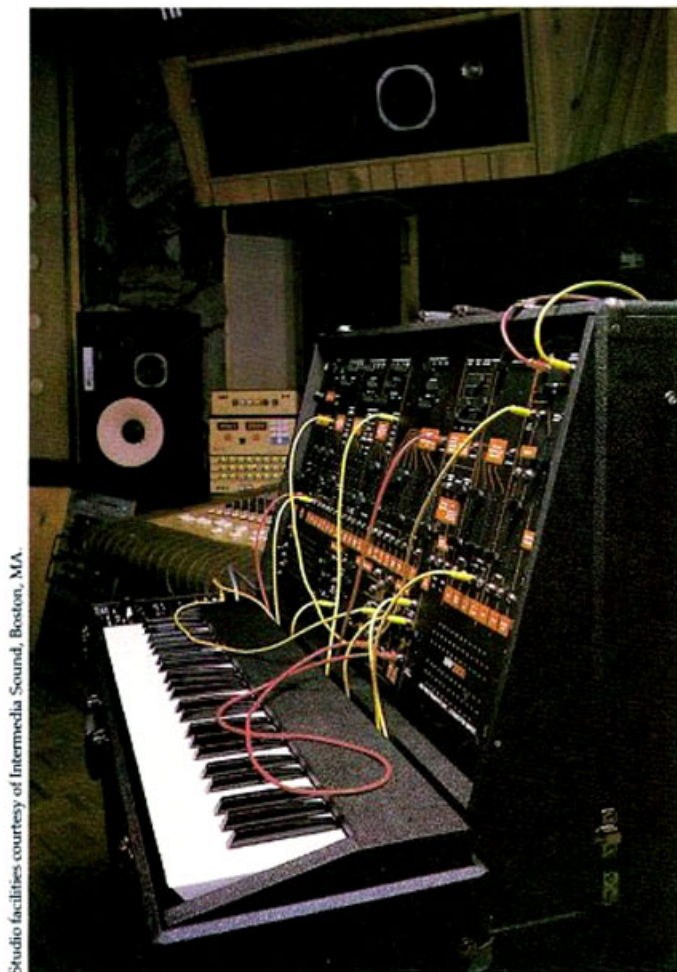


# The ARP for the studio.

# The ARP for the stage.



Studio facilities courtesy of Intermedia Sound, Boston, MA

In the latest *Billboard*\* survey, U.S. recording studios reported that they prefer ARP synthesizers over any others. By a 2 to 1 margin.

Not surprisingly, most of the ARP synthesizers used in professional recording studios are ARP 2600s. No other variable synthesizer offers so much versatility for the producer, engineer and recording artist. Whether the application is overdubbing or post-production processing, the ARP 2600 is the one synthesizer that the pros find hard to live without.

Synthesizer lead lines are a snap with the 2600, evoking any mood desired from funk to fantasy. The 2600 string patch is the most popular string sound in professional circles. And of course, there are 2600 brass, woodwind, and percussion sounds for every occasion, not to mention hundreds of electronic sound effects that can turn a studio into a space station.

If you've been in recording for a few years, you know the ARP 2600 for what it is: *the* studio synthesizer.

If you don't know the 2600, see one now at a selected ARP 2600 dealer. Because an ARP 2600 doesn't belong in a music store. It belongs on tape.

The first musicians to use the ARP 2600 on stage were people like Peter Townshend, Stevie Wonder, and Edgar Winter.

As the sound got around, quite a number of fine musicians went up on stage with 2600s. People like George Duke and Ian Underwood, *Chicago's* Robert Lamm, Herbie Hancock, Tim Weisberg, *The Tubes'* Michael Cotton, *Genesis'* Tony Banks and, of course, Joe Zawinul of *Weather Report*.

No other lead line synthesizer in music surpasses the 2600, considered to be the most flexible, open-ended synthesizer in the world. No other variable synthesizer gives you so many musical options, so much control over the subtleties of sound.

A recently redesigned live performance keyboard offers you two-note capability, pitch bending, delayed vibrato, portamento, interval latching, and speed control of the low frequency oscillator. The console offers a choice of either pre-wired internal connections or patch cord override for a myriad of combinations.

If you've been performing with a synthesizer for a few years, you know the ARP 2600 for what it is: *the* ultimate live performance lead line synthesizer.

If you don't know the 2600, see one now at a selected ARP 2600 dealer. Because an ARP 2600 doesn't belong in a music store. It belongs on stage.

\* (Source: *Billboard's International Recording Equipment and Studio Directory 1978-79*)



For the names of selected ARP 2600 dealers, write:  
ARP Instruments, Inc.,  
45 Hartwell Avenue,  
Lexington, Massachusetts 02173.  
Or call: (617) 861-6000.  
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