

'New sounds for old'



BBC choose Emitape

The BBC Radiophonics Section, at Maida Vale, produces any kind of noise a sound or TV broadcast could ever want; sounds to menace, soothe, exhilarate... everything from space travel to Goouery. Their tools are natural sounds, frequency manipulation, and miles and miles of Emitape.

Here the sound of the mijwiz, an Arabian double-reed pipe, is recorded. Later, it will be treated electronically in the Radiophonics Workshop to create unusual effects.

The Radiophonics people make their effects from 'white noise'—every frequency from zero to infinity sounded simultaneously. Emitape records it unflinchingly, and it is finally edited to produce the desired result. Frequencies

are flattened, sharpened, added, removed. Emitape thrives on it all to make effects as far removed from the galloping coconuts era as the Comet from Bleriot.



The BBC rely on Emitape for the great majority of their recordings. Standards must be high. One recording fault could mean dozens of complaints.

Emitape used by the BBC 9 times out of 10



EMITAPE DIVISION, EMI Sales & Service Ltd, Hayes, Middlesex