



Guitar Center opens cutting-edge GC Pro Dolby Atmos® Creation Studio in Hollywood, CA

Guitar Center Professional (GC Pro) unveils this new studio facility at an exclusive event on Friday, August 23

Westlake Village, CA (September 5, 2024) – Guitar Center Professional (GC Pro), the arm of Guitar Center Inc. that focuses on configuring and sourcing custom solutions for professional clients, announces the opening of a new state-of-the-art facility: the GC Pro Dolby Atmos® Creation Studio, located inside Guitar Center’s iconic flagship Hollywood store (7425 Sunset Blvd, Los Angeles, CA 90046). This cutting-edge facility is designed specifically for artists, producers, engineers, and content creators to explore the full capabilities of Dolby Atmos in a professionally equipped studio environment. Additionally, it will serve as a production studio for Guitar Center branded content, including podcasts, interviews with artists and producers, and much more. The studio was unveiled at a special event on Friday, August 23, attended by a who’s-who of the L.A. recording community.

The GC Pro Dolby Atmos Creation Studio is equipped with the latest in professional-grade audio and video technology from GC Pro’s extensive inventory, setting a new standard for immersive playback, content creation, and audio engineering. The studio was designed by GC’s Pro studio design team of Lead Designer, Marcin Nowak and Account Manager, Doug Battle to meet Dolby’s best practices for the creation of Dolby Atmos. The sound quality in the room is superb, underscoring GC Pro’s full capability in facility design, and the gear provides the full range of options for today’s producer, engineer, artist, or musician. Key features of the studio include:

- **Immersive Monitoring:** A 7.1.4 mix environment employing class-leading gear from AVID, Neumann and Grace Design.
- **Acoustic Treatment:** Primacoustic treatment throughout the space creates an optimized listening environment for critical listening and Dolby Atmos mixing.
- **Outboard Processing:** Rackmount equipment from API, SSL, Rupert Neve Designs, Manley, Universal Audio and others enables outboard gear demonstrations for recording, mixing and mastering engineers.
- **Lighting:** Professional-grade lighting by Chauvet Pro adds a dynamic visual dimension to the space, enhancing the overall experience for creators and clients alike.
- **Versatile Use:** Equipped for immersive playback, podcasting, content creation, and Sony VME measurement, the GC Pro Dolby Atmos Creation Studio offers versatility that supports the modern creative professional.

At the Guitar Center event, attendees experienced firsthand the power and precision of this advanced audio production facility. The event included live demonstrations, opportunities to tour the studio, and the chance to meet with representatives from Dolby. Special guests included legendary producers/engineers Robert Margouleff, Bob Clearmountain, Ryan Ulyate, Barry Rudolph as well as key individuals from Avid, Dolby, Neumann, Shure, Chauvet and other esteemed pro-audio industry professionals.



Also situated outside the store during the event was a Mercedes-Benz S-580 equipped with a Dolby Atmos audio system featuring unparalleled clarity and depth – sound that envelops the listener, offering a luxurious listening experience.

Additionally, nationwide, GC Pro offers a team of Dolby Atmos-trained professionals to assist clients with their projects. These experts are available by appointment to provide support and guidance, ensuring each session maximizes the studio's potential.

"We are excited to offer a space where professional artists, producers, and engineers can explore the full capabilities of Dolby Atmos in a professionally equipped environment," said Patrick Cloud, Regional Sales Manager at Guitar Center Professional. "The GC Pro Dolby Atmos Creation Studio represents our commitment to supporting the creative community with the best tools and expertise available."

Click [here](#) to request an appointment with a representative at The GC Pro Dolby Atmos Creation Studio.

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About GC Pro:

At Guitar Center Professional (GC Pro), our mission is to empower musicians, producers, and professionals in music and sound by providing unparalleled access to industry-leading gear, technology, and expertise. Leveraging the extensive resources and networks of gcpro.com and guitarcenter.com, we are dedicated to offering personalized solutions, exceptional service, and innovative products that inspire creativity and elevate performance. Our commitment is to support every client's journey in the audio world, from conception to execution, with integrity, passion, and a deep understanding of their unique needs.

About Guitar Center:

Guitar Center is the leading retailer of musical instruments, lessons, repairs, and rentals in the U.S. With more than 300 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. Guitar Center also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres, GC Repairs, an on-site maintenance and repairs service, and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit guitarcenter.com.

MEDIA CONTACT:

Clyne Media | pr@clynemedia.com

Guitar Center | media@guitarcenter.com