

**Secret Hand Studios Chooses Focusrite Technology to Streamline Its Workflow**

*Private Los Angeles facility is home base for drummer and percussionist Jeff Friedl and has lent its magic to projects as diverse as music from Devo and Hollywood Undead, commercials for clients such as SalesForce.com, and streaming TV programs like* That 90s Show*, all relying on Focusrite systems for connectivity, interfacing, control, and great-sounding microphone pre-amps*

Los Angeles, CA, March 29, 2023 – Jeff Friedl has been around. The in-demand studio and touring drummer is a co-founder of The Beta Machine and has recorded, performed, and toured with artists such as A Perfect Circle, Puscifer, Devo, Filter and Celebrating David Bowie. So when he put together his own recording studio, Secret Hand Studios, in a large, comfortable guest house on his property in Los Angeles in 2019, he wanted it to be as varied as his own career has been, and flexible enough to accommodate anything. “I wanted everyone and anyone to feel comfortable working and staying here,” he says of the facility, which includes welcoming lodging and living spaces.

More recently, Secret Hand Studios underwent a small but significant update: last year, Friedl invested in an array of Focusrite devices that have vastly expanded the studio’s tonal palette and workflow. Now, its classic API 1608 console shares space with state-of-the-art components from Focusrite, including a [Red 8Pre](https://pro.focusrite.com/category/audio-interfaces/item/red-8pre) audio interface; a [RedNet A16R MkII](https://pro.focusrite.com/category/audiooverip/item/rednet-a16r-mkii) 16-channel analogue I/O interface; an [ISA 828 MkII](https://pro.focusrite.com/category/mic-pres/item/isa-828-mkii) eight-channel mic pre; a [RedNet R1](https://pro.focusrite.com/category/audiooverip/item/rednet-r1) Desktop Remote Monitor Controller; and a [Clarett+ OctoPre](https://focusrite.com/en/adat-mic-pre/clarett-plus/clarett-plus-octopre) interface.

Since its founding, Secret Hand Studios has attracted clients as diverse as music-recording projects for artists such as Devo (with whom Friedl has performed and recorded), Poppy, Powerman 5000 and Narrowhead; commercials for clients including SalesForce.com (the music tracks for which, produced by Mark Mothersbaugh, Friedl did percussion and drums); and television programs like the new 2023 Netflix hit *That 90s Show* (Friedl played drums on this as well). “What we were learning over time is that a diverse range of clients wanted flexibility in terms of how they worked,” he says. “Often they wanted to set up stations around the studio so they could move quickly between instruments and working configurations to keep the creativity flowing and not worry about having to connect everything every time.”

But the biggest advantage the Focusrite gear brought to Secret Hand Studios is no secret at all: a wide array and number of microphone pre-amps that offer a range of tonality to match the needs of the studio’s diverse clientele. “The API 1608 has great preamps but there are just 16 of them, and that’s not enough for a complex project where the client wants to move around a lot without having to constantly repatch,” Friedl explains. “That’s what got me started on looking at Focusrite in the first place. The ISA 828 MkII, with its ISA ADN8 card, and the Clarett+OctoPre gave us eight more each. And all that without additional hardware or a lot of extra cabling. All those different pre-amps give us so many tonal color options and the ability to mix and match sounds, and the R1 controller makes managing it all easier, letting us toggle between pre-amps and between monitors remotely, and letting us build custom cue mixes. The Focusrite gear is among the best investments I’ve made.”

Photo file 1: SecretHand\_Photo1.jpg

Photo caption 1: Control room at Secret Hand Studios, which features components from Focusrite

Photo file 2: SecretHand\_Photo2.jpg

Photo caption 2: Closeup of Focusrite components in use at Secret Hand Studios

Photo file 3: SecretHand\_Photo3.jpg

Photo caption 3: Control room at Secret Hand Studios, which features components from Focusrite

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**About Focusrite Pro**

Focusrite Audio Engineering has pioneered professional audio recording technology spanning almost three decades. Focusrite Pro, the company’s Professional and Commercial division, meets the demands of recording, post-production, live sound and broadcast professionals. It consists of RedNet, a fully modular audio-over-IP solution, and the Red range, Focusrite’s flagship multi-format interfaces, along with the heritage ISA range of microphone preamplifiers and analogue signal processors. Focusrite Pro products have been developed to meet the needs of the most demanding applications through a relentless focus on ease of use, quality and reliability. Focusrite is based in High Wycombe, Buckinghamshire, with offices in Los Angeles and Hong Kong.