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METAlliance Academy Scores A Hit With JBL LSR Studio Monitors

NORTHRIDGE, California – METAlliance held its first ever METAlliance Academy event, titled, “In Session With The Guys,” at Capitol Studios in Los Angeles on March 19-20, offering invaluable instruction from some of the world’s most successful producer/engineers. The control rooms used for the event were equipped with JBL LSR6300 Series studio monitors, the first studio monitors to receive METAlliance certification.

Over two days, 26 participants received training from METAlliance founders Frank Filipetti, Phil Ramone, Al Schmitt, Elliott Scheiner, Chuck Ainlay, Ed Cherney and George Massenburg. The event drew participants from as far away as Japan to receive this unique, hands-on instruction.

Three studios at Capitol Records, along with a lounge set up uniquely as a home studio space, were used to teach tracking and mixing techniques, with the METAlliance founders working in person with recording artists Lalah Hathaway and Trev Lukather and their respective bands.



George Massenburg offers instruction with JBL LSR6300 Series studio monitors at the METAlliance Academy’s “In Session With The Guys” event.

“JBL’s reputation for excellence makes the company an ideal partner for METAlliance, and the utilization of the LSR studio monitors for our first METAlliance Academy event ensured that our instructional sessions would be supported with high performance and accuracy,” Filipetti noted.

The METAlliance is a collaborative community that allows producers, engineers and audio technology manufacturers to work together to ensure the highest standards of audio production. In January 2008, JBL’s LSR6300 Series studio monitors became the first studio monitors to carry the METAlliance certification.

“Since the METAlliance’s inception, JBL Professional has enjoyed a close and successful relationship with this organization of world-renowned engineers and the first METAlliance Academy event demonstrates the METAlliance’s commitment to education for aspiring recording engineers,” said Peter Chaikin, Director of Marketing, Recording & Broadcast, JBL Professional. “JBL shares this commitment, as we recognize the importance of education in this dynamic and ever-evolving industry.”

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