**KoKo Sound Studios Upgrades To Dolby Atmos With Help From Prism Sound**

*The South Korean music mixing facility chose Prism Sound’s Dream ADA-128 multichannel converter and its delighted with its versatility and sound quality.*

**Cambridge, UK. August 27th 2024:** KoKo Sound Studios, one of the most sought-after mixing facilities in South Korea, has invested in a Prism Sound Dream ADA-128 multichannel converter as part of a major upgrade to accommodate Dolby Atmos music mixing.

Located at Haengju Fortress, this state-of-the-art facility is owned by Mr. Ko Hyun-Jung who is widely acclaimed for his music mixes across diverse genres including K-Pop, Hip-Hop, Rock and R&B.

The decision to upgrade the facility to Dolby Atmos reflects KoKo Sound Studio’s desire to attract international artists that want to tap into the energy and vibrancy of Korean K-Pop, a genre that has becoming increasingly popular beyond the country’s borders.

In order to achieve a first-rate mixing environment, the studio required additional Dante outputs for 7.1.4 Atmos and high-quality analogue converters for its existing console and outboard gear.

“We wanted all these systems to be managed by a single integrated device, and the Prism Sound DREAM ADA-128 was the only product that met all these requirements,” says Hyun-Jung, who is also the studio’s chief engineer. “The converter handles both our existing analogue setup and Dolby Atmos setup in one device. The mix room is designed to handle both stereo and immersive audio work, and switching between them is incredibly simple.”

Launched in 2023, Prism Sound’s Dream ADA-128 modular audio conversion system is designed as both a conversion system and a high-performance, networkable audio distribution and processing system. Aimed at audio professionals across many different disciplines, including music recording, post-production, broadcast, installation, Dolby Atmos and archiving, Dream ADA-128 delivers exceptional levels of flexibility, functionality, and cost effectiveness without any compromise in sound quality.

Although the upgrade to Dolby Atmos was the primary reason why KoKo Sound Studios purchased a Dream ADA-128. Hyun-Jung says sound quality was also a major factor in his decision-making process.

“I had already experienced Prism Sound's audio quality with other products, but the ADA-128 stands at the pinnacle,” he explains. “Using analogue consoles and outboard gear in the digital era inevitably requires conversion. Each conversion process tends to degrade the source quality, making it lose clarity and power, but the ADA-128's conversion significantly alleviates these issues. Even when using hardware inserts from Pro Tools, the signal remains clear and returns to digital without losing its original quality. Since installing the ADA-128 earlier this year we have noticed a significant improvement in sound quality compared to our previous converter. Additionally, the large front LCD and the web-controlled driver offer unparalleled convenience.”

KoKo Sound Studio’s Dream ADA-128 was supplied and installed by Prism Sound’s Korean distributor ANK Pro, headed by Tom Kim.

“Tom provided an optimized setup for our studio and easy-to-understand explanations, making it immediately usable for our work,” Hyun-Jong says. “We were really happy with the service he provided – the installation by ANK was quick and precise.”

Although KoKo Sound Studio is dedicated to mixing, it also co-operates with Dreamfactory Studio, a one-stop content creation hub that has music recording facilities. Recent projects have included Lee Young-ji's *Small Girl* and Kiss Of Life's *Sticky*, while other artists who have brought their mix projects to KoKo Sound Studios include Lee Seung-Hwan, Yoon Jong-Shin, Toy, Nell, Dynamic Duo, Beenzino, Primary, Crush, Urban-zakapa and Daybreak.

Since arriving in the studio, the Prism Sound Dream ADA-128 has been used for all projects, including Dolby Atmos and stereo mixes.

“It is the only converter that scores 100 points in performance, stability, convenience, and compatibility,” Hyun Jong says. “We are very grateful to Prism Sound for making a device that seems like a dream come true, just as its name suggests.”

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**About Prism Sound**

Founded in 1987, Prism Sound manufacture professional digital audio equipment for the international broadcast, film and music production sectors. The company's products are renowned for their exceptional audio quality and are the converters and interfaces of choice for many of the world’s top artists, producers, composers, mixing and mastering engineers. They are also the mainstay of many internationally acclaimed audio facilities including Metropolis Studios, Sony, ESPN, the Library of Congress and Walt Disney. Prism Sound also produces SADiE audio production workstation software, which is used by major national broadcasters such as the BBC and Radio France, as well as many of the world's leading mastering houses and classical and live music recording engineers.

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