

Behind Every Synclavier[®] There's a Success Story

SPOTLIGHT
ON PRODUCERS



Profile: Nile Rodgers

Arranger, songwriter and guitarist Nile Rodgers is one of the most sought-after producers in the music industry today. In demand by such top artists as David Bowie, Madonna, Duran Duran, Sheena Easton, Jeff Beck, Diana Ross and Mick Jagger, his influence is redefining the sound of the 80's. Part of that sound is utilizing only the finest technology available to give him the speed of operation, reliability, fidelity and creative control that are the Nile Rodgers trademark. He remarks on why his Synclavier is at the heart of this production technique.

"As a producer, the Synclavier is a must for me in the studio. It isn't just a piece of equipment I sometimes use. It's mandatory; just as important as the speakers, microphones and console. And since the Synclavier is the most advanced system in the world, it gives me a creative edge that lets me concentrate on the artistic side of making records."

Nile Rodgers

