

# The Musician's Quick Guide to Mobile Tech

HOW TO RECORD AND PERFORM SMARTER  
WHILE YOU'RE ON-THE-GO



*presented by*

**SHURE**<sup>®</sup>

and

**PERFORMER**

THE MUSICIAN'S RESOURCE MAGAZINE

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# MOBILE CHECKLIST

Welcome to the world of mobile production. Whether it's using your iPad to control your stage mix, or finding a compact USB mixer to track demos on the road, portable tech has changed the way we record and perform music. This quick guide isn't meant to serve as a comprehensive overview of mobile technology, but rather a starting point to generate some ideas for your own career and to cover some of the recent products we've tested and recommend for your on-the-go needs.



To get started, there are basically three types of components to any mobile set-up.

## ✓ MOBILE MICS TO CAPTURE AUDIO.



## ✓ COMPACT MOBILE INTERFACES AND COMPATIBLE MIXERS TO ROUTE AUDIO.

## ✓ THE APPS TO MAKE AUDIO MAGIC!



So let's take a look at some of mobile tools we recommend for your backpack and tablet. We've even got some tips at the end about how **YOUR FANS CAN POWER YOUR NEXT TOUR** using their mobile devices. Cool!

# MOBILE MICS



## 1. SHURE MV88

MOUNTED ON A PIVOTING HEAD, THE MV88 IS A STEREO CONDENSER MIC WITH A WELL-DESIGNED PIVOT POINT THAT GIVES 90 DEGREES OF ADJUSTMENT. AUDIO-WISE, IT SOUNDS GREAT IN ALL MODES (JUDGE IT NOT BY ITS SIZE!) SHURE HAS ALWAYS MADE QUALITY PRODUCTS, AND EVEN THOUGH THIS IS A SMALL DEVICE, THERE'S PLENTY OF CLARITY AND DEFINITION THAT LIVES UP TO THEIR REPUTATION.

[READ OUR FULL REVIEW HERE.](#)

## 2. AUDIO-TECHNICA AT2020USBi

THIS MICROPHONE IS A DREAM TO USE WITH THE iPhone AND CAN TURN ANY iOS DEVICE INTO AN ON-THE-GO STUDIO FOR CAPTURING RIFFS, SONG IDEAS AND MORE WHILE YOU'RE ON TOUR. THIS IS A GREAT CONDENSER MICROPHONE, PERIOD.

[READ OUR FULL REVIEW HERE.](#)



## 3. BLUE MICROPHONES YETI

THE YETI IS A USB MICROPHONE PERFECTLY SUITED TO MORE ROBUST MOBILE RECORDING APPLICATIONS, ESPECIALLY WHEN YOU HAVE A LAPTOP HANDY INSTEAD OF JUST A TABLET OR PHONE. SOUND QUALITY IS GREAT, THERE ARE 4 DIFFERENT PATTERNS AND ZERO LATENCY ENSURES HEADACHE-FREE SESSIONS.

[LEARN MORE ABOUT YETI HERE.](#)



# MOBILE HARDWARE

## 1. iRIG PRO DUO

IK MULTIMEDIA'S iRIG PRO DUO WORKS WITH iOS AND ANDROID MOBILE DEVICES AS WELL AS LAPTOPS/PCs, MAKING THIS A TRULY MOBILE DEVICE WITH PLENTY OF FLEXIBILITY. WITH ONLY TWO AUDIO INPUTS IT MAY NOT BE THE INTERFACE TO RECORD ALL OF YOUR BAND'S NEXT EP, BUT IT CAN HANDLE TWO CHANNELS AT A TIME - AT LEAST ENOUGH FOR A SINGER/SONGWRITER TO GET IDEAS DOWN.

[READ OUR FULL REVIEW HERE.](#)

## 2. FOCUSRITE SCARLETT SOLO

WE FELL IN LOVE WITH THE THUNDERBOLT INTERFACES FROM FOCUSRITE, ESPECIALLY THE CLARETT 8PRE, AND THE BUS-POWERED SCARLETT LINE IS AN AMAZING VALUE AND IS PACKED WITH GREAT MIC PREAMPS THAT ANYONE CAN AFFORD. THE SOLO IS A PERFECTLY COMPACT UNIT THAT CAN SLIDE EASILY INTO A GIG BAG FOR THOSE LATE NIGHT MOTEL INSPIRATIONS!

[LEARN MORE ABOUT THE NEW SCARLETT 2ND GEN LINE HERE.](#)

## 3. MACKIE PRODX8

PERFECT FOR SOLO PERFORMERS & SMALL BANDS, THE PRODX SERIES COMBINES THE WIRELESS CONTROL AND MIXING TOOLS OF ADVANCED DIGITAL MIXERS WITH AN INCREDIBLY COMPACT AND INTUITIVE DESIGN THAT ANYONE CAN MASTER. WITH POWERFUL BUILT-IN PROCESSING LIKE EQ AND COMPRESSION PER CHANNEL AND GREAT-SOUNDING READYFX EFFECTS, YOUR NEXT PERFORMANCE WILL SOUND BETTER THAN EVER.

[ENTER TO WIN A PRODX8 FROM PERFORMER MAGAZINE.](#)



# MOBILE APPS



## 1. NEWZIK

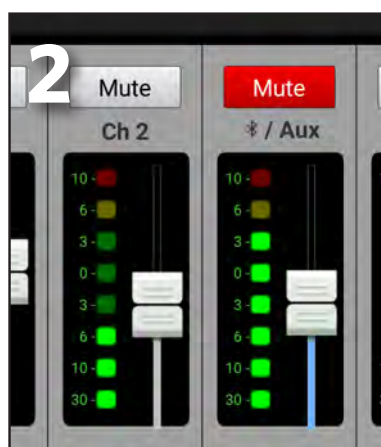
THIS IS THE BEST SHEET MUSIC APP YOU CAN FIND. ONE OF THE COOL THINGS IN NEWZIK IS THE ABILITY TO QUICKLY AND EASILY HIGHLIGHT, NOTATE AND EVEN CORRECT SHARPS AND FLATS IN THE MUSIC ITSELF. IN BAND MODE, YOU CAN SYNC UP YOUR SCREENS SO EVERYONE'S ON THE SAME PAGE (LITERALLY), EVEN WHEN YOU MAKE CHANGES TO A PIECE YOU'RE REHEARSING.

[READ OUR FULL REVIEW HERE.](#)

## 2. MACKIE CONNECT

IF YOU WANT TOTAL MOBILE CONTROL OVER YOUR MIX USING THE REACH OR FREEPLAY PA SYSTEMS, THE CONNECT APP IS AN AMAZING TOOL TO HAVE IN YOUR POCKET. "[PERFORMERS] CAN EASILY MUTE OR CHANGE EFFECTS BETWEEN SONGS, AND MAKE TWEAKS TO THINGS LIKE VOCAL LEVELS OR EQ ALL DURING THEIR SHOW, AND ALL RIGHT FROM THE MIC STAND," SAYS MACKIE'S SR PRODUCT MANAGER MATT REDMON.

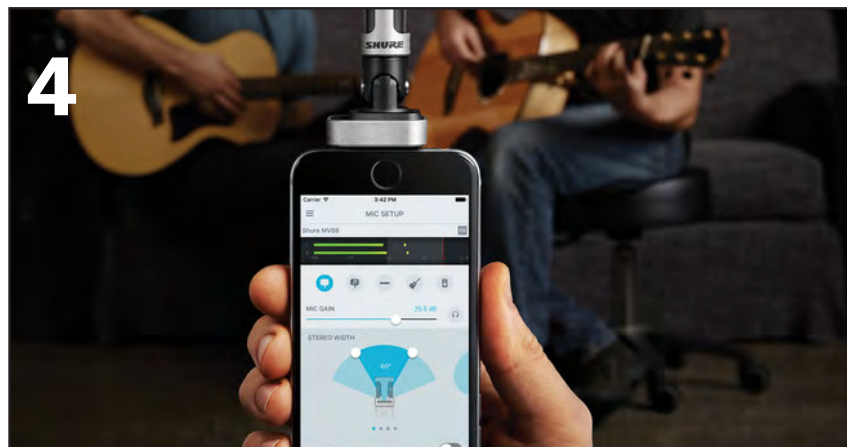
[LEARN MORE ABOUT THE APP.](#)



## 3. LUMIT DAW

LUMIT IS A NEW PLAYER IN THE MOBILE DAW FIELD, AND IN OUR BRIEF LOOK AT THE PRODUCT, WE WERE EXCITED BY WHAT WE SAW (AND HOPE TO SEE MORE FROM THEM IN THE FUTURE). THE ENTIRE DAW IS MULTI-TOUCH ENABLED, AND WE CAN TOTALLY SEE THIS AS THE FUTURE OF MOBILE RECORDING.

[LEARN MORE ABOUT LUMIT.](#)

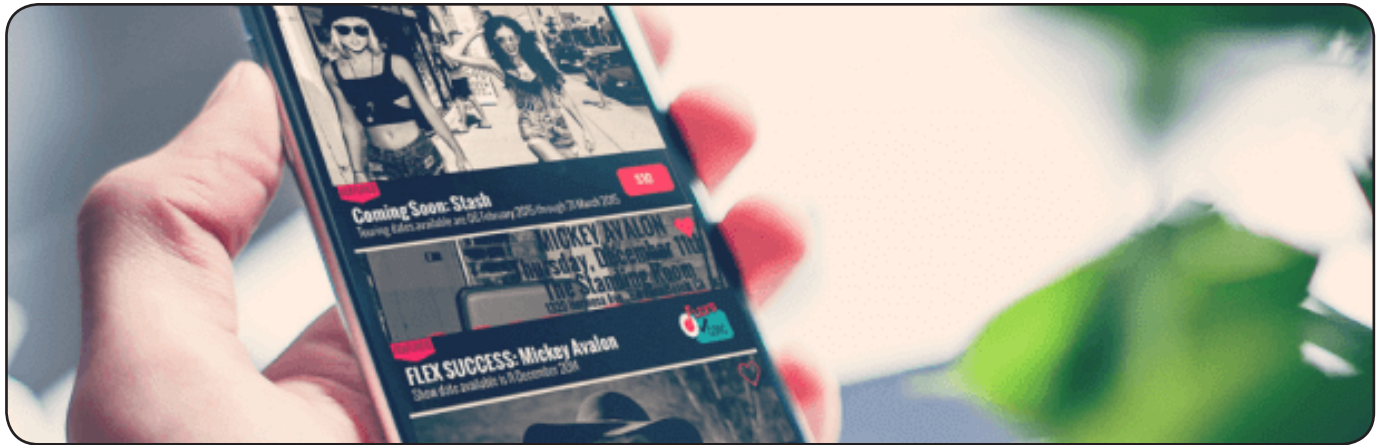


## 4. SHUREPLUS MOTIV

IF YOU TAKE OUR ADVICE AND PICK UP THE MV88 MIC, DO YOURSELF A FAVOR AND GET LOST IN THE SUPER-COOL APP THAT MAKES IT COME TO LIFE. SUPER EASY TO USE AND PACKED WITH FEATURES, IT'LL QUICKLY BECOME YOUR GO-TO HOME PAGE BUTTON FOR NEW MUSICAL IDEAS.

# BONUS!

## How to Engage Fans to Power Your Tour With Mobile Tech



Touring is hard, always has been. There's the constant scheduling with booking agents, clubs that want to ram a mid-week discount down your throat, and that nagging feeling that you're going to play a half-empty venue.

Sure, it's not a big deal for major bands that pretty much get the cash in hand even before the first amp is loaded, but for most of us, touring is an expensive risk that can end up crippling a band's year – or it just might give you the break you need.

So, how can we mitigate some risk, serve our fans all over the country wherever they may live, and tour effectively? Many platforms have cropped up trying to solve this problem by crowdfunding a tour with fan support before that proverbial amp is loaded. The problem is, most of those platforms make bands decide on the dates, cities, and venues before finding out whether there is enough fan support to do so. Consequently, many of these campaigns fail to come to fruition and the bands end up cancelling all or part of the tour they probably never had the support for anyway.

One new app trying to solve this problem is called Fanflex. Yes, it is a crowdfunding platform, but there are some major differences that might make it a better option for you as an artist to take control of your touring, and hopefully take your music to more people.

Fanflex is available as a free app for iPhone (no word on Android), and the setup is fairly straightforward. Bands setup a profile and then create a campaign to put the power into fans' hands. The bands pick regions and timeframes to tour, as well as the threshold of ticket sales they need to meet to go out on the road. Fans can then pre-pay for tickets to a future show within those parameters. This enables a band to reach out to their fanbase and find those who maybe wouldn't have gotten a

chance to see them on a normal tour. Fans are actually helping bands chart the path of the tour. This is where the technology comes in. The app then pairs the regions, timeframes, and venues into a valid touring plan and it gives fans earliest access to show tickets, plus premium add-ons.

Once the band's threshold has been met by fans, the campaign is then "Flex'd," hence the name.

As any vet of crowdfunding will tell you, it's all about the premium add-ons. Fanflex does a good job of integrating these seamlessly into the campaign. We're not just talking about t-shirts, either. Some examples of cool offers I noticed were "sing along on stage," "fan photographer," "signed EP," "have breakfast with the band," and more. These add-ons are powerful way to get early buy-in from demanding fans.

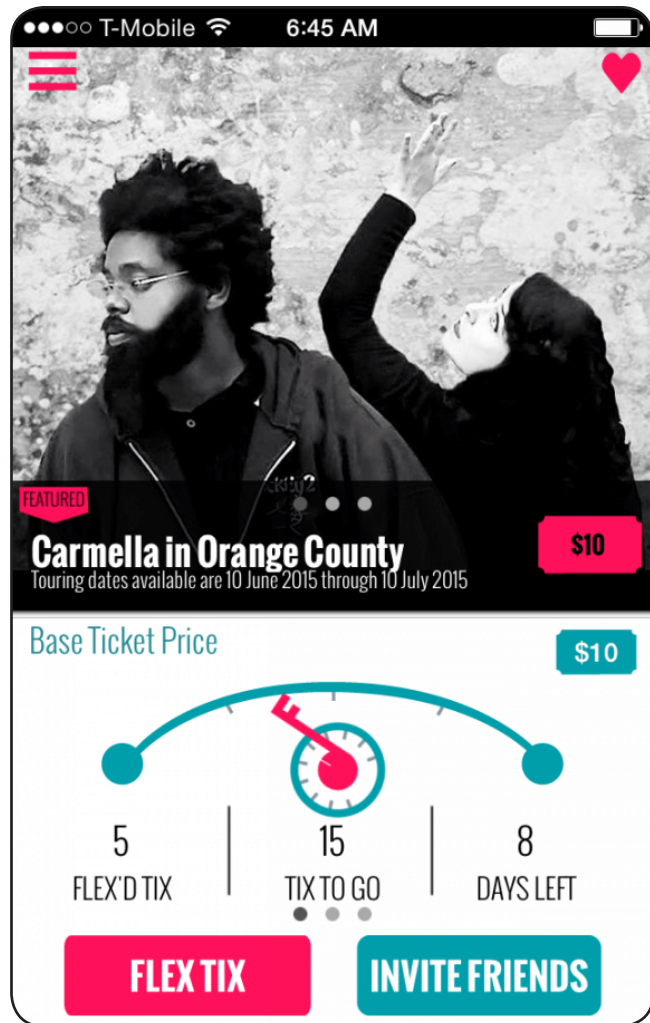
For fans, they can browse opportunities, and set their region preferences, all without signing up.

For artists, you can sign up and add videos, beautiful cover photos, premium add-ons, and then start your campaign, which is free for 30 days. (continued on next page...)

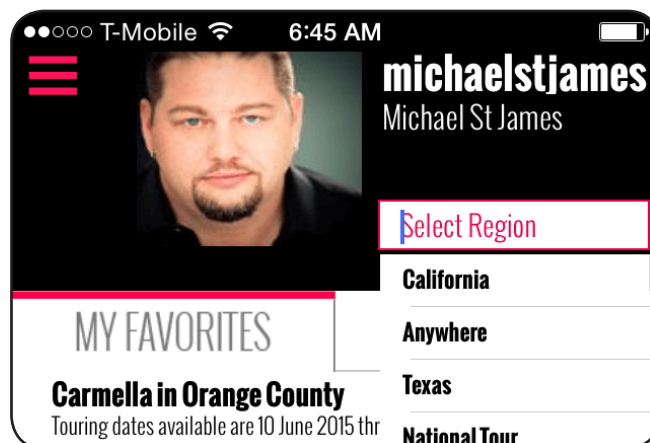


# BONUS! How to Engage Fans to Power Your Tour With Mobile Tech

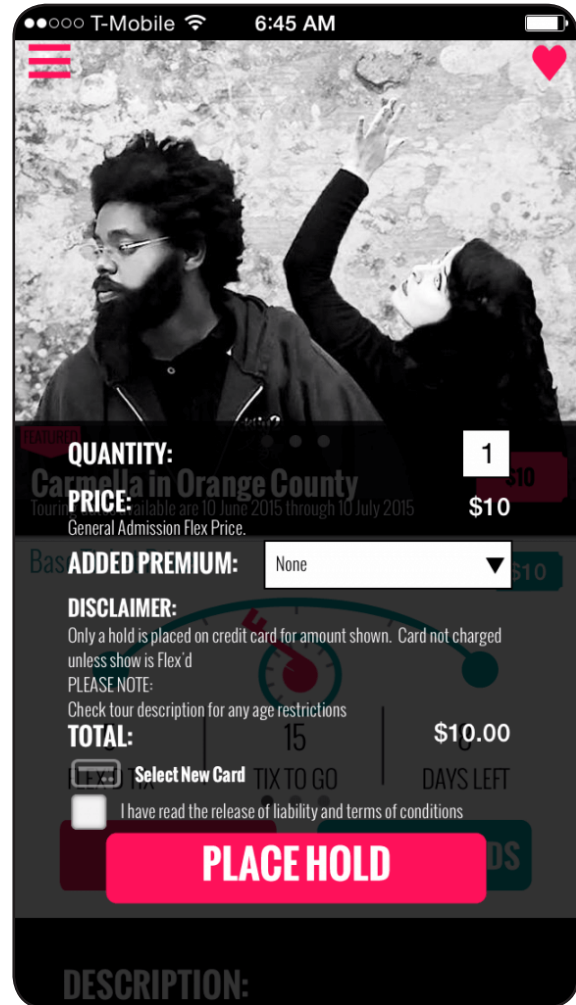
Let's break it down. In the following screenshots, you can see the band Carmela (love them) has set a campaign for "Orange County" (meaning it may happen anywhere in that county, no specific club yet), with the dates of June 10-July 10.



When a fan signs up, they choose which region they want to see available touring campaigns in. So, I have Orange County selected, and I'll see this campaign.



Fans then click on campaign and can see that there are only 15 tickets left before the campaign is "Flex'd." Once that threshold is reached, the money for the tickets will be charged, and the shows are booked. Fans then get emails telling them where and when the show is, as well as any info on how to get the premiums ordered.



Simple enough. It's early, Fanflex has just begun, but there are a few things to note here. The app needs to have a lot more regions locked in for this to work. That means your band needs to sign up and give it a try. Second, as someone who works with booking agents and venue owners, I'm concerned about how Fanflex is penetrating these clubs for very late bookings. But so far, bands that are using are not having problems.

Anything that can help bands tour, while also building a valuable fanbase is worth your time, in my opinion. Give it a whirl and see if it works for you: <http://fanflex.com/band-sign-up>

## ABOUT THE AUTHOR

-Michael St. James is the founder and creative director of St. James Media, specializing in music licensing, publishing, production and artist development.



# MOTIV™ DIGITAL MICROPHONES SOUND AHEAD.



MV51



MV88



MV5



MV-i



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