

The Tracer Sound Card Position

Over the years, we've spent a great deal of time explaining sound cards and the newest technology to our customers. From time to time we review this because we get new customers each and every day...some of which might be using a (gulp) bundled soundcard with their system. As Christmas is rolling around again and folks will be asking you for "the list", we thought we'd provide a compelling reason why a sound card from Tracer should be on there for you. You'll notice that we don't carry every flavor of sound card. Heck, we only carry a few. But there are some good reasons why:

- We support the products we sell. For that reason, we don't sell cheap or inferior products. We would simply wind up on the phone with you 2 weeks later, with red faces, explaining why we sold you the piece of junk that's currently laying an egg in your machine. After one bad purchase, you'd likely never buy another soundcard from us in the future.
- We aren't rich, so we don't treat you like you are rich. We normally recommend cards that offer a combination of price and performance. We want you to feel both relaxed and comfortable buying things from us...that relaxation means that you'll buy more stuff in the future...when we hope to be rich.
- We test. Currently, we feel that for price and performance, you can't really get any better than M-Audio and Behringer right now. Their products deliver a wide range of support for the various systems we service and the quality is superior.

We're not big fans of bundled soundcards. Why? Because most of the products we sell are for Restoration and Enhancement of audio. Most bundled sound cards are the equivalent of about a ten dollar product. Why trust the future of your treasured audio to a sound card that doubles as a synthesizer, game machine, and beep and boop generator? It's like watching TV with only Black and White. Most of us remember that and lived with it for many years...but few would return to it.

Of course, when we say this, we usually follow with something wise like, "let your ears be the judge". If you are restoring audio with our DC SEVEN, Audio Mentor or other products, spitting out new CDs and tapping your foot for the first time in years...don't let us bring you down. You are the one who has to be happy in the end and if you're happy...why spend more money on an upgrade?

But if you listen to your homemade CDs and wonder "Why does this not sound like I bought it in the store?" then perhaps it's time to make the leap to a more professional product.

All of our soundcards support 24 bit resolution. This is very important for audio restoration and enhancement because the more information DC Seven has on an audio file, the better it can determine the noise from the good audio. We also recommend storing your audio in 24 bits. Your ears likely can't tell the difference between this quality and CD quality, but the filters will know.

Many folks choose USB or Firewire soundcards for their desktop PCs because they believe that old adage that processing audio outside the machine is better. This simply isn't true for professional sound cards. In fact, given the choice, we'd always choose an internal sound card over an external for a desktop machine. It is simply more convenient to work with and given the quality of the shielding on the sound cards we sell, there is no advantage from a noise standpoint. The converters in our M-Audio sound cards probably better than in any of your other audio gear. You simple won't introduce noise on recording with these cards.

If you have a notebook computer, then a USB or Firewire sound card is the optimum choice. Notebooks are famous for somehow even lowering the bar further on bundled sound cards. They usually offer about AM radio quality for recording. But with an M-Audio or Behringer solution, you're right back in the game with professional recording quality.

If you have a notebook computer, then a USB or Firewire sound card is the optimum choice. Notebooks are famous for somehow even lowering the bar further on bundled sound cards. They usually offer about AM radio quality for recording. But with an M-Audio or Behringer solution, you're right back in the game with professional recording quality

Some of you have asked about the more expensive multi-channel sound cards we offer. If you've never dealt with a multi-channel card, here is what it does. Many musicians are recording more than one instrument at a time. A multi-channel sound card is like having multiple microphones recording all at the same time. All modern music is recorded this way. You have one "mic" on your bass guitar. You have another "mic" or channel for each instrument you're recording...sometimes multiple channels. Many recordings have used 60 or 70 different "tracks" or channels for a recording. You may have 30 different tracks of vocals in a modern recording. These tracks simply mean that if you record 5 different guys playing at the same time and one guy makes a mistake...only that guy has to rerecord his part. The rest can go drink beer and make fun of him. It makes the process of recording much easier and much more precise.

If you are only concerned with your collection of stereo recordings...you'll likely never need a multi-track solution. But we thought you might like to know why we offer them.

Our sound cards are modestly priced from \$79 to \$179 respectively...put one of these in your machine and forget about it for a long long time.

Here is our entire selection of sound cards...and by all means, if you have questions about your specific machine or situation, feel free to call us toll free at 866 260 6376...we love hearing from you.

[Click Here To See Our Sound Card Selection](#)