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WATERLOO RECORDS ANNOUNCES NEWEST SUBSIDIARY:

WATERLOO SOUND

AUSTIN, TX – August 12th, 2025 — A new chapter in Austin’s creative landscape begins with the launch of **Waterloo Sound**, a next-generation post-production studio located within the newly reimagined Waterloo Records. Structured and created to support immersive audio, video post, and vinyl mastering, **Waterloo Sound** offers artists, engineers, and content creators a flexible, high-performance environment tailored to today’s most demanding creative workflows — incorporating music, film, gaming and multimedia storytelling.

“From the grit of outlaw country to the precision of immersive sound, Austin has always redefined the rules,” said **Emily Gianopoulos**, Partner at **Waterloo Sound**. “Our goal with **Waterloo Sound** is to carry that same energy forward and give creators a home for what comes next.”

Waterloo Sound is built on the **Nu•Studio** System, a modular, reconfigurable studio platform developed by Grammy® Award-winning engineer **Chad Franscoviak**. Making its first commercial debut at **Waterloo Sound**, **Nu•Studio** delivers Dolby Atmos® and Dolby Vision®-calibrated capabilities for spatial audio production, high-resolution visual playback, remote collaboration, and real-time review. It’s a comprehensive toolkit for modern creators working across formats and disciplines.

“Our partnership with **Waterloo Sound** goes beyond building a studio — it’s about bringing a shared vision to life, one rooted in both innovation and musical heritage,” said **Franscoviak**. “This is our first **Nu•Studio** System in the wild, and launching it here with a team equally committed to progress makes this moment especially meaningful for all of us.”

In addition to its immersive toolset, **Waterloo Sound** includes a vinyl lacquer cutting lathe, enabling high-quality record mastering on site. This makes it *one of the only studios in the U.S.* to offer both spatial audio post-production and analog vinyl production in one location.

"I'm very excited to be a part of the team in making **Waterloo Sound** available to the creative community," adds **Jon Niess**, a mastering engineer and advisor to **Nu•Studio**, who has mastered vinyl records and mixed ATMOS in Austin for the last 15 years. "Having spent considerable time in **Nu•Studio's** R&D space in Bozeman, MT with Chad, I can attest to the incredible quality of the sound inside the studio; it is a completely unique, beautiful environment. I'm thrilled at the prospect of mastering vinyl and mixing ATMOS projects at **Waterloo Sound**."

Waterloo Sound officially opens August 30th, inside the newly expanded **Waterloo Records** located at 1105 N. Lamar Blvd. As a natural extension of Waterloo's long-standing commitment to artists and independent culture, the studio introduces a new space that nurtures Austin's creative roots while supporting the future of modern production.

Waterloo Sound services include:

- *Dolby Atmos* music mixing and mastering
- Video post-production with 270° HDR projection
- Vinyl lacquer cutting and mastering
- ADR, podcast, and voiceover recording
- Live capture and content creation
- Remote collaboration and real-time review
- Game development support: immersive sound design, mix review, and trailer post
- Flexible rental options for engineers and creative teams

The expanded floorplan will also bring new experiences for **Waterloo Records** patrons. Visitors can watch the first steps of vinyl production through in-house lacquer cutting, browse new music memorabilia – including the onsite manufacturing of 24-karat gold plated and platinum plated records – and relax in a new café-style lounge with beer, wine, and coffee available at the bar. Lastly, a state of the art rentable onsite podcast studio for multiple media content creation for prospective creatives. Studio tours, sessions, and public programming will roll out in the weeks ahead, with more details to come.

Grand Opening Celebration: August 30, 2025


Studio Bookings Open: September 2025


Media Inquiries & Booking Information

For media requests, interviews, or to schedule a studio tour or demonstration, please contact:

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