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Synergy set to stir music scene with own studio

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FOR listeners of Hindi and Tamil music, the name Synergy will surely ring a bell.

Comprising two brothers, R.J. Ram and R. Aanantha, Synergy began performing in 1997 and has since nurtured and worked with many new and existing talents.

Despite its involvement in album production for others, Synergy continued to perform and their determination was eventually rewarded with an offer to become disc jockeys for THR.fm Raaga.

Along the way, the duo met Hires Haridas, also known as Reshmonu, an upcoming recording artiste.

"I guess, when passions collide, there is potential for greatness, especially if you hang on one minute longer," said Reshmonu.

The result was Synergy Studios. Recently launched by Datin Paduka Marina Mahathir, Synergy Studios is located at Suite 962, Level 9, Leisure Commerce Square in Petaling Jaya.

It is equipped with expensive recording equipment, including a state-of-the-art recording-cum-mixing mastering studio that uses a 24-bit hard disk multi-track digital system.

"Here, we can do album production, voice overs, sound design, the whole works. Since we also do advertising campaigns, the studio will be used for such purposes too," Ram said.

At the launch, Marina presented certificates of appreciation to Synergy Studios' pioneer clients - Holistic View Health Products, Munikass Healthcare (M) Sdn Bhd and Ambang Hijau Trading - for their support.

"This is indeed a cool studio and I hope it will keep on producing cool music," said Marina.

Ram said they were also planning to venture into multimedia design for TV commercials.