

23dB Productions relies on Focusrite Scarlett 4th Generation



As audiobook consumption continues to surge worldwide, 23dB Productions has developed an innovative remote production workflow that allows authors to record studio-quality audiobooks from virtually anywhere. At the heart of the company's audiobook production system is the Focusrite Scarlett 4th Generation audio interface, enabling 23dB Productions to deliver professional recording experiences without requiring authors to travel to a traditional recording studio. The picture above shows Denis Orynbekov, 23dB Productions co-founder and chief engineer; and Fela Davis, 23dB Productions co-founder.

Originally launched in response to client demand, the 23dB Productions audiobook program evolved from the company's successful remote podcast production services. What began as a solution for recording clients during the pandemic has grown into a scalable audiobook production model serving authors, publishers and content creators nationwide. "Our podcast clients started asking if we could help them create audiobook versions of their books," said Fela Davis, co-founder of 23dB Productions. "We had already been helping authors on a limited basis, but when we realized how effectively we could manage the entire process remotely, it opened the door to a completely new service offering."

To support the workflow, 23dB Productions ships authors a customized recording kit that includes a microphone, laptop and Focusrite Scarlett 4th Generation interface. Once connected, authors are guided through the intuitive recording process while a 23dB engineer remotely monitors the session in real time, ensuring optimal performance and audio quality.

According to Denis Orynbekov, 23dB Productions co-founder and chief engineer, Scarlett 4th Generation has been instrumental in simplifying the process while maintaining professional production standards. “The 4th Generation Scarlett changed everything for us,” said Orynbekov. “The ability to control the interface through software allows us to remotely manage critical functions without asking authors to deal with technical settings. Many of our clients have never recorded professionally before, so the simpler we can make the experience, the better.”

The system recently proved its effectiveness during the production of former NBA player and coach Bill Cartwright’s audiobook, published by Sophisticated Press. Because of Cartwright’s demanding travel schedule, coordinating traditional recording studio sessions had proven difficult. Using the Focusrite-powered remote workflow, 23dB Productions was able to ship a recording kit directly to Cartwright and oversee the entire production process remotely. “We monitor the session live while everything records locally on the client’s system,” Orynbekov explained. “The author simply connects to the internet and starts reading. Meanwhile, we’re managing the session, monitoring performance and making sure we capture the cleanest audio possible.”



The Scarlett’s combination of high-quality preamps, transparent conversion and reliable operation has enabled 23dB Productions to deliver studio-grade results without requiring complex hardware setups or scheduling sessions at a recording studio. “In a traditional studio environment, we’d be using racks of equipment and analog preamps,” Orynbekov said. “For this workflow, we needed something compact, dependable and capable of delivering exceptional audio quality. Scarlett

gives us clean preamps, excellent converters, an intuitive workflow and rock-solid performance every time.”

For Davis, the natural sound quality of the Scarlett platform has been particularly valuable when working with spoken-word content: “What I love about Focusrite is how accurately it captures the human voice. Audiobook listeners want authenticity. Authors want to sound like themselves. Scarlett delivers that natural, transparent sound without adding anything artificial, which is exactly what we’re looking for.”

Beyond audio quality, reliability has become equally important as the company continues expanding its remote production services. “We’ve used Focusrite products for years in both studio and live production environments,” Davis added. “Whether we’re working with musicians, podcasters or authors, we know what we’re going to get every time. That consistency gives us confidence when we’re recording someone who may be hundreds or thousands of miles away.” As demand for audiobook content continues to grow, 23dB Productions sees significant opportunities ahead. The company estimates that only a small percentage of published books currently exist in audiobook form, creating substantial opportunities for authors and publishers seeking to reach new audiences.

“The audiobook market is still massively underserved,” said Orynbekov. “Focusrite gives us the ability to bring studio-quality production directly to authors wherever they are while providing the flexibility to record around their schedules and keep projects moving efficiently without compromising audio quality. That’s helping us remove barriers to audiobook creation while maintaining the professional standards our clients expect.”

For 23dB Productions, the combination of remote production expertise and Scarlett 4th Generation technology has created a workflow that benefits everyone involved, from publishers and production teams to authors and listeners. “The technology has reached a point where location is no longer a limitation,” Davis concluded. “Whether we’re in New Jersey, North Carolina or working with an author across the country, Scarlett allows us to deliver the same professional experience and audio quality every time.”

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