

Focusrite Continues Celebrating 10th Anniversary of Scarlett Interfaces with “The Bedroom” Video Campaign



Focusrite recently kicked off a retrospective of its Scarlett range of USB audio interfaces, officially marking their 10th anniversary in fall 2021. Alongside the previously announced “10 Years of Making Records” campaign (a seven-day retrospective and contest series) and “Never Stop Creating” campaign (a weekly series of videos spotlighting notable Scarlett users), Focusrite is also launching “The Bedroom” campaign, a video series emphasizing Scarlett interfaces’ strong presence in the home studio realm.

The Bedroom will showcase a modern and inspiring series of performances with up-and-coming artists. These videos are glossy, super high-quality, and shot in a hyper-real bedroom recording space. Each of the artists has recorded two songs with Focusrite, which will be released every two weeks, starting with East London-based musician and producer Aziya on Oct. 11.

In the past decade, Scarlett interfaces have found their way into both home and professional studios around the world and have enabled over 4 million musicians, songwriters, and producers to record, mix, and playback audio in studio quality anywhere, any time. They are now hailed as the world’s best-selling USB audio interfaces.

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