

Making Music with Kensington Trackball Saves 15% in Production Time

Case Study

Ryan Sanchez

Industry

Music

Product

Kensington Trackball

Deployment

Musician, IT



Overview

Ryan Sanchez has spent the past 16 years creating, recording, and producing music. He picked up his first guitar at age 11 and from that moment on, knew that he had found his passion. After getting his musical start playing in heavy metal garage bands as a preteen, he quickly realized that he wanted to learn everything there is to know about the business side of music. To that end, Sanchez attended USC's prestigious Thornton School of Music, where he learned the ropes firsthand while interning with some of the top studios, scoring engineers, and producers in the industry.

Sanchez's most recent credits include working with L.A.-based scoring company, Sparks & Shadows, as an Audio Engineer on leading TV and movie projects including Black Sails, Da Vinci's Demons, Outlander and the cult classic, The Walking Dead. As an independent consultant, Sanchez still has time to produce his own music, with a goal to find the balance between the purity of live music and synthesized electronic sounds.

The Problem

Both as a music producer and musician, Sanchez's work puts heavy demands on his hands when writing, recording, editing and mixing tracks. Earlier in his career, Sanchez tried various computer mice and trackballs, including a few from Logitech as well as other brands, but found that he was experiencing extra motion that led to discomfort from overuse. Sanchez's work involves both mouse-based activities on a computer in the studio, as well as playing instruments that include piano, guitar and bass, which exacerbated pressure on his wrists. To save his hands, fingers, and wrists from the wear-and-tear

of excessive clicking and dragging using a traditional mouse, he needed an easier way to manipulate objects on screen and move text elements across the monitor.

With this in mind, Sanchez prioritized finding a state-of-the-art trackball that would allow him to save time and increase efficiency when mixing tracks. His research into possible new trackball solutions to incorporate into his musical arsenal led him to try out Kensington trackballs.

The Solution: Kensington Trackball

Once Sanchez test-drove his first Kensington trackball six years ago, he never looked back. An informal comparison that he did against trackballs he had used previously revealed a significant time savings. He could now program tasks with a single stroke, saving him up to 15 percent in time and efficiency in the recording studio. Because of this benefit, Sanchez says that he and his colleagues see Kensington as the standard in the industry.



How It Works

Kensington Trackballs help computer users enjoy a more comfortable and productive experience. Because trackballs require much less wrist movement than a traditional mouse, they provide users with a pain-free computing experience, whether they are music producers or basic users. Trackballs also require less desk space and can be programmed for customized computing.

Kensington's newest wireless trackball, the **Expert Mouse Wireless Trackball**, is already receiving high marks from users across diverse industries, from music and graphic design to computer software. Kensington's Expert Mouse uses the company's DiamondEye™ optical technology for smooth, precise cursor movement.

Surrounding the ball is a new implementation of Kensington's award-winning **Scroll Ring** for quick and precise fingertip scrolling up and down pages, exceptional comfort, and maximum control for either Macs or PCs. The Expert Mouse is designed to give users more flexibility and ease-of-use while reducing clutter on the desktop.

The trackball can be connected either through Bluetooth® 4.0 LE or through a widely compatible USB receiver. With Kensington's free **TrackballWorks™** software, users can customize the trackball to suit their personal needs for greater productivity.

Now that I've discovered Kensington trackballs, I would never go back to using anything else.

Ryan Sanchez – Audio Engineer, Producer, Musician

About Kensington

Kensington is the Professionals' Choice for secure, high-performance desktop and mobile device accessories. From docking stations to laptop locks, Kensington has been trusted by organizations across the world for more than 35 years and is committed to providing professionals the tools they need to thrive.

For more information or to contact the Kensington Team, visit: www.kensington.com



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