

## Drives that hit, and hold, the high notes.

When you're a rising indie band who believes that nothing compares with capturing your compositions live and in-the-moment, you rely on extraordinary talent, top-notch recording equipment and the only portable Thunderbolt™ RAID storage solution with the speed and reliability to run, edit and store your irreplaceable style of music. Take a tour behind the scenes to see how this successful group of musicians blends technology and tunes, storing iconic music that will stand the test of time.

"There's a magic to music that's beyond any other medium. You can't tangibly grab that song...yet it has this presence. Music is personal. It enhances life's moments and conducts people's emotions."

Clayton Joseph Scott



CJS Band's founder Clayton Joseph Scott was born in Venice, California. Where most small children hang out on a game set the band's record labels. Clayton's lifelong mission was to find a guitar in his father's hands by the time he was ten, making out to Springsteen's Born in the USA. Starting up an American flag and using an electric guitar garage car as a drum became the catalyst to Clayton's musical career.

In 2011, a chance meeting with local guitarist/producer David "Kronos" Kringer provided the foundation to develop the unique CJS Band sound. A difference maker that instantly resonated in the past; blending live playing with contemporary beats and concepts, with a sound that harkens back to a bygone era, which Clayton believes resonates with a vast range of ages and fans.



"If you're as innovative and creative in your music conception as you are in finding ways to share, then you can be successful...there's no shortcut anymore. We had to find a durable, reliable method of managing and storing that data," explains Clayton.

CJS Band believes capturing the magic of their music already takes place in the live or recorded state - and they're firm believers in the authenticity of live recording. So, where does the iconic recorded data go from there?

Historically, a few years ago, a drive went down that had an entire record...all our music. We're a 4 disk, we record 4...one capture the live and usually you need it to a mixing engineer who takes the record and does the final polishing of your record. Those times were gone. We had all the instrumentals work it involved in about a 2000 year. The drive malfunctioned...I just didn't load. You take it for granted that it always be there. WD did not make the failed drive, so the decision was quickly made that in the future, the band would only utilize WD drives.

"You don't think about backing something up in a creative way...but it's a necessary component. It's not always thought about- but always part of the journey. WD's storage solutions have become a vital element in preserving everything we create."



Today with the storage demand so high for everything we do, a single take can be up to a gigabyte- and we're easily filling a terabyte in one to two weeks if we're generating a lot of content. The technology to store data has come so far...from those first computers that were the size of a room to our Western Digital portable drive where 2.5 TB is in the palm of your hand. The capability to store massive amounts of data with a small package is remarkable. Now I need to go on to the other critical...to have our content and help the recordings be...just. When we're live in a show, it's as simple as backing up the content to the camera to be portable...but it's not the only solution. There are more or needed...needed...but it still keeps things remarkably fluid. There are no limits. We could record a show on the beach, record it ourselves, and it's not by Passport Pro drive and we're good.

"It's sad that it takes the tragedy of a loss to realize that managing data is really important. If you don't, you've lost a lot of irreplaceable captured moments."

David "Kronos" Kringer

"Now we have everything mirrored onto another WD storage drive...everything, the laptop, the timeline, the sessions...we have one My Back Thunderbolt Duo drive mirrored. Do not touch or move." And everything goes on that. You never know when a drive from several years ago may be needed again. It's essential that we can utilize every moment...every note."



This grass roots band began their relationship with WD when they discovered their "improvised" internal drives, being concerned of using alternative products whenever possible that have a close impact on the environment. Seeking to WD's portable external drives was a natural progression. "They're durable, dependable...and they're always there for us," says Clayton.

CJS Band creates music to help to remind people of a basic, fundamental concept: to remember to be kind and to add the element of love in their everyday lives. As their album reminds us, we can always use more love.

"If music as a medium can make someone's day brighter, that's admirable. Music has purpose and undeniable personal meaning."

Clayton Joseph Scott & Austin Robinson

Learn more about CJS Band on their website [CJSBand.com](#), the from on Facebook, follow them on Twitter and Instagram.

