# Super Bowl LVIII Halftime Show: Behind the Scenes with Moog Music and The Avila Brothers

***Grammy-winning, hit-making production and songwriting team talk about their journey to the recent Super Bowl Halftime Show***

[**WATCH HERE**](https://www.youtube.com/@MoogSynthesizers)

Asheville, NC, April 2, 2024 — When they were kids, Bobby Ross and IZ Avila would play with their father’s Minimoog. The Avila Brothers, having grown up and made their mark as a Grammy-winning, hit-making production and songwriting team, sat down with Moog Music to talk about their journey to the recent Apple Music Super Bowl LVIII Halftime Show with Usher.

The Avila Brothers have worked on live shows and records with Usher for years, most recently on his residency at Ceasars Palace in Las Vegas. Alongside production team members Lil Jon and Kronic, the brothers helped craft some of Usher’s greatest hits into a 12-minute-plus performance in front of the biggest audience of any of their careers.

At the Super Bowl Halftime Show, Bobby Ross Avila was on stage with Usher and a long list of guest stars: “I just know, when I’m onstage and that camera hits my setup, I have Moog right there with me. For me, that’s the perfect marriage; not only just onstage but just a part of the creative process. It doesn’t get any better.” — Bobby Ross Avila

Two men sitting in chairs

Description automatically generated

As producers, songwriters and musicians — Bobby plays keyboards and guitar; IZ plays drums and is a DJ — The Avila Brothers have collaborated in the studio and on stage with some of the biggest names in the business. They worked on Grammy-winning, multi-platinum hit albums by Usher, Mary J. Blige and Chaka Kahn. The brothers have worked with Janet Jackson, Gwen Stefani, Missy Elliot, Mariah Carey, Patti Labelle and Earth Wind & Fire, and partnered with super-producers Jimmy Jam and Terry Lewis. The Avila Brothers have also written and produced original music for numerous feature films.

Whether he is recording or playing live, Bobby always has his Minimoog within easy reach:

“I always have my Moog with me. That’s just in my DNA. It’s never going to change. And to know that music is still alive in a company like Moog, that means a whole lot.” — Bobby Ross Avila

**About Moog Music:**

Moog Music is the leading producer of analog synthesizers in the world and part of inMusic, a family of leading music technology and consumer electronics brands. The company and its customers carry on the legacy of its founder, electronic musical instrument pioneer, Dr. Bob Moog.