

FOR IMMEDIATE RELEASE



**Media Contact:**

Oliver Masciarotte  
Sonic Studio, LLC  
415-460-1201  
omas@sonicstudio.com  
www.sonicstudio.com

## **122nd AES Activities for Sonic Studio**

*Company Set to Launch, Demo & Preview New Professional Solutions*

Marin County, CA – May 5, 2007 — In the newly refurbished Austria Center Vienna, the Audio Engineering Society will hold their 122nd Convention and Sonic Studio, LLC will be exhibiting there. Participation by Sonic Studio affords an opportunity for the firm to launch new products, demonstrate upcoming offerings, and provide a glimpse at future technologies of note.

The company will stage the first public showing of several new items. A brief look at the convention highlights include:

- the release of AFC24™
- the announcement of Production DeCrackle™
- the announcement of soundBlade™ 1.2
- the announcement of a VST version of Sonic EQ™
- the announcement of Post Pac™
- ongoing demonstrations of current products including the nexStage™ DSD line of post-production tools and the Series 300™ DSP I/O Processors
- technology demonstrations of partner hardware & software products

Beginning with a new product release, Sonic Studio will show an updated version of their unique transcoding package for Windows, AFC24. In this new version, AFC opens up its prodigious processing power to multichannel masters. AFC24 provides bi-directional conversion between up to 24 channels of linear PCM and DSD files.

Bringing a new component of the award winning NoNOISE toolkit to desktops, Sonic Studio will be showing the first batch processing module in the NoNOISE native line. Production DeCrackle native delivers the vanishingly low artifacts only NoNOISE II™ can provide, with unobtrusive background operation that increases billable hours.

Also making their first showings are version 1.2 of soundBlade, a complete production application for Mac OS, and a VST implementation of Sonic EQ. soundBlade version 1.2 provides improvements to speed, versatility and stability while the VST plug-in provides a widely applicable version of the same Sonic equalization long relied on as a fix for daily production problems.

For one of Sonic Studio's core user bases, film and video post, a new option for soundBlade comes to the rescue. The new Post Pac is a low cost package that combines interlocked QuickTime picture with LTC reading and generating for Core Audio.

In keeping with the development roadmap outlined at the 121th AES last October, the company will be running examples of multichannel hardware and experimental software modules for restoration, alongside must-have wares from our development partners.

To learn more, stop by stand 2741 in the ACV from May 5th through the 8th, visit them on the web at <[www.sonicstudio.com](http://www.sonicstudio.com)> or, call Sonic Studio, LLC at 1-415-460-1201.

## About Sonic Studio

Sonic Studio is the premier manufacturer of ultra-fidelity DSD post and PCM content creation systems. Sonic Studio's Emmy award-winning NoNOISE II suite is the leading audio restoration toolset for archivists, record labels, videographers and forensic investigators while their product lines for Red and Scarlet Book premastering define the state of the art. Sonic Studio's digital audio workstations and software are in use at major studios, record labels, broadcast and post production facilities worldwide. Based in Marin County, California, Sonic Studio has offices in Southern California and Texas, and an international network of distributors and channel partners who share their commitment to quality and service.

AFC24, Production DeCrackle, soundBlade, Post Pac, nexStage, Series 300, NoNOISE II, sonicstudio.com and the Sonic Studio logo and type are trademarks of Sonic Studio, LLC in the United States and other countries. All other trademarks, trade names, service marks, and logos referenced herein belong to their respective companies.