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Sonic EQ native Announced by Sonic Studio

Proprietary Product Arrives in Native Form

Marin County, CA – February 13, 2007 — Sonic Studio, LLC, the leader in ultra-fidelity production tools for audio engineers, announced the release of a new option for soundBlade, Sonic EQ native. Sonic EQ native reinvents the fabled equalizer aspect of the “Classic” Sonic System in the modern, extended precision context of soundBlade.

The latest addition to the stable of soundBlade options, Sonic EQ native provides an up to date, host-based version of the same equalization long relied on by engineers in need of a solution to daily production problems. Sonic EQ native is a proprietary implementation of equalizer that includes 12 different topologies, including multi-order parametrics, multi-order shelves, multi-order high/low pass, multi-order bandpass/bandstop, infinite notch, DC removal and de-emphasis for both AES/EBU emphasis and RIAA pre-emphasis. Its minimal phase topologies and double precision operators ensure inaudible results for even radical settings, and Sonic EQ native also provides a wider range of adjustment than most equalizers on the market. With Quality Factor (Q) adjustment from 0.1 to 100 and slopes from 1st to 4th order, the control and precision provided can solve even the most pesky problems.

Classical minimalist engineer Ron Meyer takes the occasional location issue in stride, with the help of Sonic EQ native. “Sonic EQ native helped me resurrect a un-releasable orchestral recording for a client whose label had rejected it based on sound quality. I took something described as a “sow’s ear” and transformed it into a releasable product. I don’t reach for plug-ins very often but, when I need EQ to help out recording problems, Sonic EQ is the only one to use.”

Sonic EQ native for soundBlade is available now for US\$495, through Sonic Studio’s international network of distributors and channel partners who share the company’s commitment to quality and service. For more information, or to arrange a trial listen in your studio, visit www.sonicstudio.com.

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.

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