

FOR IMMEDIATE RELEASE



**Media Contacts:**

Oliver Masciarotte  
Sonic Studio, LLC  
866-807-3636 x215  
omas@sonicstudio.com  
www.sonicstudio.com

Mark Ethier  
iZotope, Inc.  
press@izotope.com  
www.izotope.com

## **East Meets West — Sonic Studio Licenses Vive**

*iZotope Supplies Cutting Edge DSP Knowledge to Sonic Studio*

May 27, 2005 - Newbury Park, CA — iZotope, Inc. of Cambridge MA is licensing their Vive™ restoration suite to Sonic Studio, LLC for integration into Sonic Studio's new premastering application, soundBlade•CD. Vive bolsters the premastering power of soundBlade by incorporating the restoration functions crucial for a complete CD workflow.

Vive provides comprehensive digital signal processing to remedy any impairments prior to sequencing, PQ, ISRC and UPC coding and final packaging for replication. Fixed frequency noise removal, impulse noise and distortion reduction, along with broadband noise suppression, reside in a real-time package tightly coupled to Sonic Studio's unique TimeWalk RSP time-variant plug-in architecture. Jayson Tomlin, VP Sales and Business Development, stated that "Vive will be the first 3rd party product to take advantage of TimeWalk, making soundBlade with Vive a potent combination of precision, transparency and ease of use."

"The buzz on the street was that these guys are doing something special," said Jon Reichbach, President of Sonic Studio, "and, after our first meeting, I knew we had a great deal in common. For us, this agreement underscores the importance of strategic alliances to our development roadmap. iZotope's technology will bring the perfect blend of great value and exceptional fidelity to soundBlade. We're really looking forward to working together."

Mark Ethier, Director of Business Development at iZotope, added that, "...as pioneers that helped to define the premastering market, we've always had a healthy respect for the Sonic Studio team. We are excited to couple iZotope's advanced DSP with Sonic's new soundBlade post-production tool to provide new levels of quality and functionality to engineers." Vive will be available as a standard feature of soundBlade•CD, a new, entry level premastering application from the design team at Sonic Studio, LLC.

### **About Sonic Studio**

Sonic Studio is the premier manufacturer of ultra-fidelity DSD and PCM digital audio workstations. Sonic Studio's Emmy award winning NoNOISE suite is the leading audio restoration toolset for archivists, record labels, motion picture studios and forensic investigators while their product line for Red and Scarlet Book premastering defines the state of the art. Sonic Studio's digital audio workstations and software are in use at all major studios, record labels and post production facilities worldwide. Based in Newbury Park, California, with R&D offices in Marin County, Sonic Studio has support and sales offices in Minnesota and Texas.

## About iZotope

iZotope is a research-driven audio software company based in Cambridge, Massachusetts. Its products and audio technology are used by millions of people in over 50 countries, from hobbyist musicians to the Discovery Channel, Sony, and Grammy winners. iZotope focuses on developing innovative audio technology for professional and consumer applications. This core technology is presented to customers in its award-winning product line and through its extensive licensing program.

soundBlade•CD, TimeWalk RSP, sonicstudio.com and the Sonic Studio logo are trademarks of Sonic Studio, LLC in the United States and other countries. iZotope, Vive, izotope.com, and the iZotope logo are either registered trademarks or trademarks of iZotope, Inc. in the United States and/or other countries. All other trademarks, trade names, service marks, and logos referenced herein belong to their respective companies.