<u>**FOR IMMEDIATE RELEASE**</u>

IK Multimedia expands T-RackS Custom Shop
with new essential studio processors
Four must-have processors for superb sounding mixes

April 18, 2013 - IK Multimedia, a global leader in digital music creation tools, is proud to announce 4 new additions to the processor lineup in its popular T-RackS® suite. Two multi-processor channel strips, a compressor and a vintage tape delay add-on to the T-RackS range of EQs, dynamics and reverb processors, now comprising over 20 of the best sounding mixing-and-mastering native plug-ins available for the most demanding audio engineers and producers.

These new essential sound processors are available either as single plug-ins or integrated within the T-RackS plug-in and standalone software suite of effects. They can be easily tried out and purchased by any user of the T-RackS Free, Classic, Deluxe and Grand editions, using T-RackS' exclusive Custom Shop feature. The Custom Shop is an online-based virtual store that's integrated inside T-RackS, and offers users the possibility to build a customized mixing and mastering suite with their preferred virtual gear, trying and buying the modules a-la-carte via a convenient credit-based system.

IK Multimedia. Musicians First.

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There are four new T-RackS processors available:

Bus Comp is modeled after the master-bus compressor on one of the world's most famous mixing consoles. Featuring a VCA circuit design, it's often referred to as the "Glue Compressor," for its ability to subtly "glue" a mix together. It has also been used frequently for heavily compressing drum tracks. Our model accurately captures the sound of the original hardware down to the behavior of the detection circuit, and is enhanced by some added features like a "grit" control and large main knobs, which were not on the original unit.

White Channel is based on the EQ and dynamics section of a channel strip from a renowned large-format British console, and is the modern counterpart to our acclaimed British Channel. The board became popular in the late '90s, was used on many hip-hop/R&B recordings, and featured a wide bandwidth and pristine sound quality. The White Channel offers an accurate emulation of the console circuitry, allowing you to impart the sound of this classic large-format console on your own mixes.

Tape Echo is a model based on one of the classic tape echo units of all time, the Echoplex® EP 3. It features an amazingly accurate emulation of the sound of the original unit, including the distinctive decrease in high-end on each successive echo, which is typical of tape-echo units (and analog delay of all types). We also recreated the effect on the sound of authentic tape-machine characteristics like wow and flutter, noise and tape wear. Plus, we added some modern features that make it functionally more flexible than the original hardware unit, including stereo operation, separate delay times on L&R, and syncing to host tempo.

The British Channel module was modeled after one of the most widely used and acknowledged pieces of hardware in the music history. Countless hit records have been produced around the world on this British mixing console since the '80's, and with its ultimate flexibility and trademark sound, it's become a true staple of music production technology. We decided to add a few further enhancements to its already powerful design, by making the Black/Brown EQ modes selectable, adding filters and I/O level controls to precisely drive the dynamics section from subtle compression to true squashing, while still maintaining the razor sharp precision of the EQ and the channel's overall sound faithful to the original. We've added a sleek new look to the latest version, which makes navigating its controls even easier.

About T-RackS
Since its introduction in 1999, T-RackS has been the "go-to" software collection of high-quality sound-sculpting tools for mixing and mastering at professional recording studios around the world. It features a growing array of great sounding and ultra-accurately modeled vintage and modern processing effects and modules, which add the perfect touch to virtually every style of music. Users can configure

the chain of effects quickly and easily due to T-RackS's flexible routing architecture, save configurations as presets for instant recall, and use T-RackS processors on individual channel strips for mixing applications in a DAW, on the master fader or AUX faders, or as a standalone mastering station for final polish.

T-RackS Custom Shop is IK's innovative shopping platform that allows users to try and buy individual processors any time from the comfort of their own studio. All T-RackS processors can be "demo'd" for a period of 3 days and purchased one at a time right from the Custom Shop using a convenient credit system. T-RackS Custom Shop is free and can be downloaded from the IK Multimedia web site.

Pricing and Availability
The new T-RackS Processors are available for purchase now in the T-RackS Custom shop, using Custom Shop gear credits, with prices ranging from 60 to 120 credits each. Gear Credit Packs start as low as $19.99 / €15.99 (for 20 credits) and go up incrementally to $499.99/€399.99 (for 1,000 credits).

To access the new processors, existing T-RackS users should download the free upgrade to T-RackS from their user area before launching the Custom Shop.

New users can download T-Racks Custom Shop for Free here:

http://www.ikmultimedia.com/freedownload

For more information, go to:

www.t-racks.com
www.ikmultimedia.com

Warm regards,

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