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FOR IMMEDIATE RELEASE

IK Multimedia releases new classic British EQ models in T-RackS Custom Shop

T-RackS Models EQ73 & EQ81 give engineers that "must have" sound of classic British consoles with added functionality

April 17, 2014 – IK Multimedia, a world leader in software and hardware products for professional musicians, engineers and producers announced today the newest release of the widely popular T-RackS Custom Shop mixing and mastering plug-in and standalone tools that features two new must-have British EQ models that provide the warmth and tone heard on countless recordings around the globe: the EQ73 and the EQ81.

T-RackS Custom Shop is a Mac/PC audio plug-in and standalone mastering workstation that provides a revolutionary way for musicians, engineers and producers to purchase IK's legendary T-RackS mixing and mastering audio processors right from their DAW or mastering station. T-RackS processors include a comprehensive collection of ultra-accurate models of some of the most famous analog audio processors used on virtually every recording in music history. T-RackS Custom Shop lets users purchase what they need via an à-la-carte purchasing system that is always available 24 hours a day, 7 days a week.

EQ73

The new T-RackS EQ73 model is based upon a classic British hardware unit that is universally acknowledged as the most used preamp in music recording history. The original "Class A" device has a sonic signature almost instantly recognizable to engineers and recording enthusiasts the world over. Thanks to its unique and innovative circuitry the signal passing through it becomes thick and bold making every instrument stand out with audible fullness. The T-RackS EQ73 model captures this nuance so that even in the DAW environment the tone stays intact.

The EQ 73 is an extraordinary EQ, and IK Multimedia engineers went the extra mile to make sure the part of the preamp circuitry functionality was captured as well — a feature no other emulation on the market has included. The interaction between the preamp and the EQ section is what makes this legendary EQ so desirable. The gain range is so wide that many color shades can be found. At lower settings it adds some harmonic coloration that will make kicks or snare fatter and punchier. Going up the gain hill moves it into downright distortion with an analog saturation rarely found in DAW plug-ins. This is a killer function that adds that elusive "analog" character to a sterile sounding track, or provides a new creative effect.

The EQ73 sounds great on virtually every audio source. Its combination of preamp circuitry and EQ interaction make it versatile enough to enhance any track, especially kicks, snares, overheads, bass, guitars and vocals.

EQ81

Following in the footsteps of its older sibling, the EQ81 takes the word versatility even further; the EQ section is composed of 4 independent frequency bands, rounded out by high and low pass filters to eliminate unwanted frequencies from the signal. This EQ powerhouse is at home in practically any mixing project where there is the need to sculpt the tone of a track with precision and musicality. Plus, adding to the versatility is the ability of the high and low shelving bands to become peaking type if needed.

Preamp and EQ Interaction: The Difference

As with the EQ73 model, IK Engineers made sure the preamp circuitry modeling was ultra-accurate and usable. Its Class A/B circuit design delivers another range of tonal coloration, and while the EQ section is so accurately modeled in the EQ81, its interaction with the preamp stage is what really sets the module apart providing identical sonic hardware performance not found in other digital models. Countless hours were spent not only in making sure the EQ curves are dead-on accurate, but that the preamp response and overall module interaction was faithful to the original hardware unit.

Both the EQ73 and the EQ81 models have the dual concentric knobs found on the original units "separated" for easier and faster shaping, and the unit offers improved readability of the knob positions for quick adjustment.

14-Day Demo

T-RackS Custom Shop allows users to demo any T-RackS processor for a full 14 days, allowing them time to completely evaluate the intricate workings, nuance and sonic characteristics of the unit. When ready to purchase, users simply click the "Custom Shop" button in the bottom right corner of the processor to launch the T-RackS Custom Shop purchase system and complete the process in just a few clicks. And T-RackS Custom Shop is always open at the moment of inspiration — 24 hours a day, 7 days a week.

The world's most comprehensive collection, and then some

T-RackS massive collection of mixing and mastering audio processors is unmatched in both "true to the original" sonic perfection and in choice of selection. IK Multimedia has chosen the "best of the best" available hardware samples on which to base T-RackS modules. Other processors in T-RackS Custom Shop include models of professional compressors, limiters, console channel strips, clippers, reverbs, de-esser, multi-band processors and a tape echo. For the complete detailed list of available processors, please visit **www.t-racks.com**

Pricing & Availability

The T-RackS Model EQ73 and Model EQ81 are now available from the IK Multimedia web store or the T-RackS Custom Shop for an introductory price of $124.99/€99.99 (excluding taxes) or 125 Custom Shop Credits. All T-RackS processors are also available for separate purchase from the IK Multimedia web store.

T-RackS Custom Shop is a free application that can be downloaded after registration from IK Multimedia's T-RackS web site, **www.t-racks.com/customshop**

For more information about T-RackS, please visit **www.t-racks.com**

Warm regards,

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IK Multimedia. Musicians First.