

PRESS RELEASE

Title of Story: Focusrite announces strategic partnership with Sintefex Audio LDA

Type of Story: strategic partnership and Product Launch

The 115th AES convention in New York sees the unveiling of Focusrite's groundbreaking 'Liquid Technology'.

The LIQUID Channel provides access to the sound of an unlimited number of vintage Mic pre's and Compressors with all the added benefits of digital processing and control, in a 192kHz 2 U device.

The LIQUID channel was made possible by the development and integration of two unique technologies. Firstly the LIQUID Channel features a vast pre-amp circuit with the ability to change its impedance and vary its signal to perfectly replicate the interaction characteristics of an original vintage design, whilst remaining entirely transparent within the signal path. Secondly, Sintefex's patented Dynamic Convolution technology is then used to replicate unique level-dependant impulse responses to every sample of audio to exactly re-synthesise the 'sound' of the chosen Mic pre or Compressor.

With entirely digital front panel controls, all parameters can be saved in one of ninety-nine User Memories, meaning that entire session set-ups can all be recalled at the touch of a button.

A brand new digital EQ is also featured and a USB connection on the rear panel links to a software application enabling the archiving of both replicas and surplus User Memories, as well as providing remote operation of the unit itself.

The LIQUID Channel ships preloaded with forty classic mic-pre's and forty classic compressors but is infinitely expandable, since the USB port also facilitates downloads of further replicas from a dedicated website; www.ffliquid.com.

"Liquid Technology is the final product of two years pure research into what makes an analogue box sound exactly the way it does. The results of this research have enabled us to develop a hybrid system of analogue and digital technology, capable of recreating every sonic attribute of any classic processor. Focusrite has a history of manufacturing high performance equipment, and of making that technology affordable to all those at every level of the recording industry. The LIQUID Channel goes further and makes the obsolete, the priceless and the historically significant, available to everybody for the first time."

Robert Jenkins – Director of Product Strategy – Focusrite.

"We have spent a number of years perfecting the unique, patented technology that allows the subtle sonic characteristics of analogue processors to be sampled directly from the original, accurately recreating frequency and phase response and the way it changes with signal level. This is not just a programmer's approximation to the original sound as found in plug-ins but an actual sample of the original equipment. Coupled with Focusrite's immense expertise in pre-amp

technology, the LIQUID Channel is indeed a unique combination of digital and analogue processing capturing the true performance of rare and expensive classic mic pre-amps and compressors."

Mike Kemp Sintefex Technical Director

For further details see website; www.fliquid.com.

Disclaimer:

The impulse responses in The LIQUID Channel are the true impulse responses of the original equipment replicated.

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Focusrite neither expresses nor implies any functional similarity to products developed and marketed by other manufacturers, nor does Focusrite express or imply any endorsement by these other manufacturers of Focusrite or vice versa."

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