



IK Multimedia Production Srl
 Via dell'Industria, 46 - 41100 Modena - Italy
 Phone: +39-059-285496 | Fax: +39-059-2861671

PRESS RELEASE

FOR IMMEDIATE RELEASE

New T-RackS Custom Shop Available from IK Multimedia

The mixing/mastering powerhouse now features 5 new processors, built-in Custom Shop, new bundles and a free version

December 6, 2012 – IK Multimedia is proud to announce the release of **T-RackS® Custom Shop**, the updated version 4.0 of its world-class mixing and mastering suite for Mac and PC. The new T-RackS CS offers five brand-new, must-have analog-modeled and digital processors, and it integrates the Custom Shop, IK's exclusive online gear shop, which allows users to purchase gear models à la carte from within the T-RackS software itself, and much more.



British Channel



Black 76 Limiting Amplifier



White 2A Leveling Amplifier



Vintage Tube Compressor/Limiter model 670



Quad Comp Multi-band Compressor



Quad Lim Multi-band Limiter



Quad Image



De-Esser



Vintage Tube Program Equalizer



Opto Compressor



Brickwall Limiter



Linear Phase Equalizer



Classic T-RackS Compressor



Classic T-RackS Multi-band Limiter



Classic T-RackS Clipper



Classic T-RackS Equalizer

IK Multimedia pioneered analog modeling in 1999 with the original version of T-RackS, the first desktop-mastering-software suite, and has been at the forefront of developing mixing and mastering software ever since. The new T-RackS CS pushes the envelope even further, with features that can't be found elsewhere, and sonic accuracy and character that is unmatched.

5 New T-RackS Processors, CSR integration, Improved Sound

The new T-RackS CS includes five brand-new processing modules. Four belong to the



IK Multimedia Production Srl

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

PRESS RELEASE

new **Quad Series** of multiband mastering processors, which includes a compressor, limiter, stereo imager and de-esser. These units allow for surgical mastering and mixing precision by splitting the signal into four adjustable frequency bands (three for the de-esser) that can be processed individually. Each Quad module is equipped with a set of high-precision filters and a solo function for auditioning individual bands.

The fifth new processor is **British Channel**, a meticulously analog-modeled emulation of the channel strip from the most popular British mixing desk of all time. It offers four bands of EQ, high- and low-pass filters, a compressor and an independent gate/expander section, with a sound that's been the centerpiece of countless tracks through the history of recorded music. IK used its cutting-edge DSM™ and SCC™ modeling technologies to nail down every nuance of this classic.

Additionally, T-RackS CS now integrates all of the **CSR Classik Studio Reverb** processors: Hall, Room, Plate and Inverse, which have been updated to offer 64-bit precision when running from the T-RackS shell.

Besides offering more processors, T-RackS CS also improves the sound of two of its most sought after compressors/limiters: **White 2A** and **Black 76**. Both have been updated with ultra-accurate modeling of their input/output stages that will please the most demanding vintage connoisseurs.

New Built-in Custom Shop

The new T-RackS CS now includes the IK **Custom Shop**, the extremely popular integrated online tool that allows users to expand T-RackS with à la carte processors, try them before they buy them, and tailor their studio to fit any level of personal budget.

The online Custom Shop lets users browse the gear collection – which will be expanded regularly – and make purchases with IK “Gear Credits,” available in the Custom Shop. The “Try Before You Buy” feature allows for downloading a fully functional module for two days before deciding whether to purchase.



Over 100,000 users are already taking advantage of the Custom Shop inside AmpliTube, IK's flagship for guitar processing. Now those users can add superior outboard T-RackS compressors, EQs and reverbs to their DAWs by updating their Custom Shop to integrate both AmpliTube and T-RackS gear, giving them access to a

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

PRESS RELEASE

staggering 285 pieces of equipment, all just one click away.

New T-RackS Custom Shop Free Version

T-RackS CS is also available for FREE! The free version, T-RackS Custom Shop, includes two fully functional modules (classic EQ and metering), making it an unprecedented value. It can be downloaded for free from the IK User Area upon registration.

The included modules are the renowned 6-band parametric T-RackS Classic Equalizer, and a comprehensive professional metering suite comprising Peak, Perceived Loudness, Phase and RMS meters, and a Spectrum analyzer. Both the EQ and meters are available in the T-RackS shell, but also open as separate plug-ins. With these two included plug-ins as a starting point, users can add gear as they see fit via the Custom Shop.

Users can download the free T-RackS Custom Shop here:

<http://www.ikmultimedia.com/freedownload/>

New T-RackS CS Bundle Collections

In addition to the free version, T-RackS CS is now available in three distinct collections:

Classic - formerly T-RackS Standard, it includes the four original T-RackS processors: Classic Compressor, Classic Multi-band Limiter, Classic Clipper and Classic Equalizer, plus the metering suite.

Deluxe - includes everything in T-RackS CS Classic, plus Vintage Tube Compressor/Limiter Model 670, Vintage Tube Program Equalizer, Opto Compressor, Brickwall Limiter, and Linear Phase Equalizer.

Grand - includes everything in T-RackS CS Deluxe, plus seven additional processors: Quad Comp, Quad Limit, Quad Image, De-Esser, British Channel, Black 76 and White 2A. It provides the full collection of 16 T-RackS processors, featuring all the new modules released so far (not including CSR).

As usual, all new and previous T-RackS processors can be opened in three forms: as separate single processor plug-ins, as modules available inside the T-RackS plug-in shell – which allows up to 12 to be chained – or inside the T-RackS standalone mastering suite.

Pricing and Availability

The T-RackS Custom Shop is available now in both the free and paid versions of

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

PRESS RELEASE

T-RackS. Updated versions of T-RackS Classic (formerly Standard) and Deluxe, featuring the Custom Shop, are available as free updates for previous owners of those products.

T-RackS CS Grand is available for \$399.99/€319.99 (all prices ex. taxes), T-RackS CS Deluxe is priced at \$199.99/€159.99 and T-RackS CS Classic at \$79.99/€59.99. All are available as digital downloads from IK's Online Store and the T-RackS Custom Shop.

Through January 7, 2013, a special 50%-off introductory upgrade price for T-RackS Grand is offered to users who've purchased any previous T-Racks Deluxe or Standard bundle, or single plug-in. These special upgrade prices start as low as \$99.99/€79.99 and go up to \$149.99/€119.99, depending on the version.

Credit Packs for purchasing à la carte models in the Custom Shop start as low as \$19.99/€15.99, for 20 credits, and go up incrementally to \$499.99/€399.99 for 1,000 credits. The cost for T-RackS processors inside the Custom Shop ranges from 40 to 120 Gear Credits each.

For more information, go to:

www.t-racks.com

www.ikmultimedia.com

Warm regards,

Starr Ackermanstarr.ackerman@ikmultimedia.com

N/C/S American PR Manager

Tiia Hassinentiia.hassinen@ikmultimedia.com

Europe and International PR Manager

IK Multimedia. Musicians First.

About IK Multimedia: IK Multimedia is a computer music technology company that offers a diverse range of affordable and easy-to-use music production tools with great sound quality and a realistic look and feel. With over one million installations worldwide, the IK range has been adopted by musicians of every level, from beginners to professionals, to gain access to high-end, studio-quality gear from their computers or mobile devices. T-RackS® and AmpliTube®, are registered trademarks property of IK Multimedia Production Srl. All other product names and trademarks are the property of their respective owners, which are in no way associated or affiliated with IK Multimedia. Product names are used solely for the purpose of identifying the specific products that were studied during IK Multimedia's sound model development and for describing certain types of tones produced with IK Multimedia's digital modeling technology. Use of these names does not imply any cooperation or endorsement.