

## Bogren Digital MLC Subzero 100



Bogren Digital announces the new MLC Subzero 100 plugin - a genuinely innovative product that stands out in the crowded market of guitar amp emulations. Based on the exclusive, hand-built guitar amplifier by the same name, the MLC Subzero 100 plugin comes with a unique voice and a unique level of flexibility. It is also the first product to feature Bogren Digital's IRDX technology, which adds unprecedented dynamic and harmonic detail to speaker cab emulations. The new MLC Subzero 100 plugin from Bogren Digital allows users to lay down guitar tracks with one of the most exclusive and high-quality guitar amps available today. The plugin is a zero-compromise powerhouse based on a boutique amp known for its rich, detailed tone and broad tonal palette.

Bogren Digital has previously had great success with its series of extremely user friendly and powerful sounding amp emulation plugins - the Ampknob RevC, the three Ampknob BDH plugins, and the Bassknob STD. These are sound designed by Jens Bogren himself to give users album-ready guitar tones right out of the box with little to no tweaking required. The MLC Subzero 100, however, takes an entirely different approach to plugin design - this one is for the connoisseurs who require

detailed control and a wide range of options.

### MLC Subzero 100 Features

- Three channels with distinctly different voicings and gain capabilities. The MLC Subzero 100 retains clarity, depth, and detail all the way from sparkling cleans via delicious crunch to high-gain meltdown.
- Dual cabinets with a blend slider to mix between them. Two cabinets are included, each miked with five classic microphone models that can be positioned freely. The user can also load their own impulse responses.
- The groundbreaking IRDX technology adds unprecedented realism to any cabinet impulse response.
- Two different overdrive pedals in front of the amp - the MLC Vanilla Sky and a model of Jens Bogren's own classic green overdrive pedal, used on hundreds of records.
- A delay and a reverb pedal in the amp's effects loop.
- A classic studio EQ for finalizing the sound.
- Noise gate and tuner.

The MLC Subzero 100 plugin is compatible with any major DAW. The purchase also includes a standalone version of the amp emulation, which has a metronome and a simple recording feature - great for practicing or quickly capturing ideas without having to launch an entire DAW. The new IRDX technology breathes life into the guitar sound by adding dynamic and true-to-life behavior to static speaker impulse responses.

Impulse responses are excellent at capturing the tonality and resonance of a guitar cabinet. But by nature, they are only static snapshots in time. Real-life guitar speakers react dynamically to the input from the amplifier - they move air, compress, and break up depending on how hard they are being pushed by the amp. An impulse response can replicate the tonal characteristics of a real cab but not the dynamics and other non-linearities. As a result, the sound of an IR can be two-dimensional, lifeless, and fatiguing.

The IRDX technology, developed by producer Jens Bogren, uses advanced machine learning methods to reconstruct the difference between a real cab and an impulse response. Any impulse response can be processed with IRDX, and the result is a guitar amp sim that reacts like a real amp, easily fits in a mix without sounding stale, and feels great to play.

The MLC Subzero 100 is available now from the website below and authorized dealers. The introductory price is \$79, down from the regular price of \$99. A free 14-day trial is available from the website below.

[www.bogrendigital.com](http://www.bogrendigital.com)