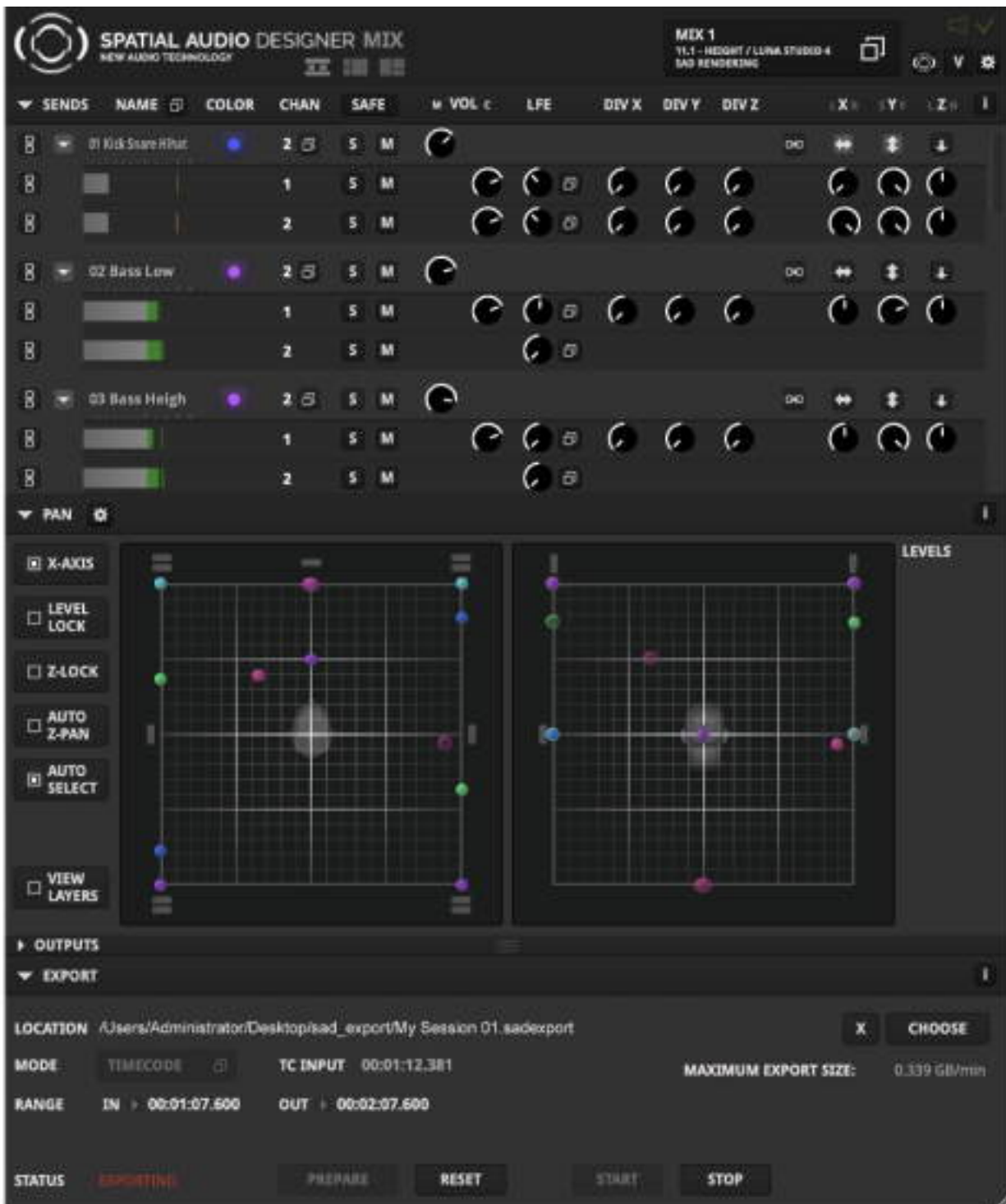


Tuesday, 31 May 2022 12:00

## Plugivity to take Worldwide Distribution of New Audio Technology



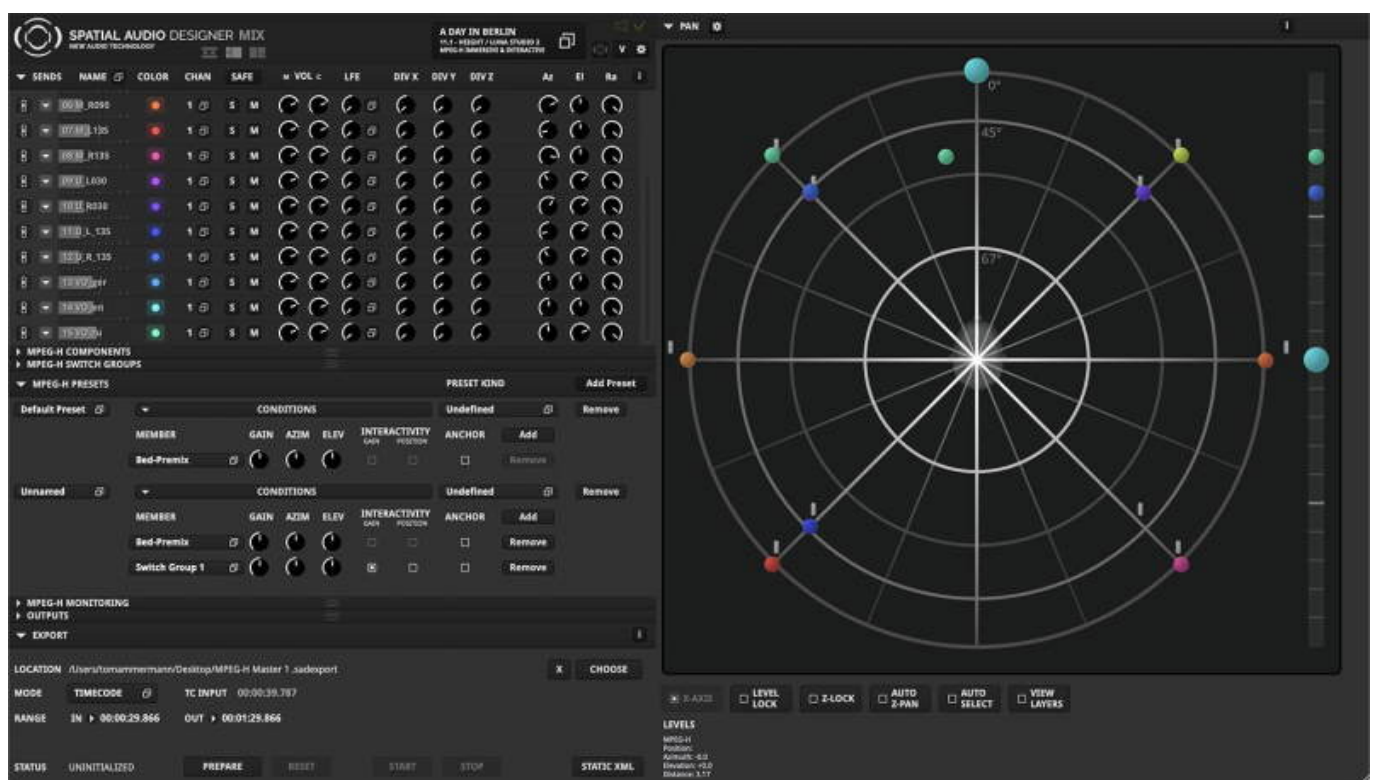
New Audio Technology (NAT) and Plugivity Distribution announce their partnership to introduce NAT's Spatial Audio Technology software to Pro Audio Resellers worldwide.

# Plugivity to take Worldwide Distribution of "New Audio Technology" Product Line

Tuesday, 31 May 2022 12:00

German based company New Audio Technology and Plugivity Distribution, today announce their collaboration to make NAT's Spatial Audio Technology products available to sound designers, musicians, producers, and mixing engineers via Plugivity's, Pro Audio Resellers worldwide.

The Spatial Audio Designer plug-ins are the market's leading audio tools for creating and monitoring next-generation immersive audio. The SAD enables the mixing and monitoring of any immersive (surround or 3D) format with speakers or regular headphones from any DAW. Using an advanced virtual bus system, the SAD allows for the mixing and monitoring of any immersive format in all digital audio workstations (DAWs) and many video workstations.



Formats like 5.1, 7.1, Dolby Atmos 7.1.2 to 9.1.6, AURO-3D, MPEG-H, IMAX 3D and 22.2 are just a mouse-click away with the SAD. Use it to create and export multi-format mixes for custom configurations such as those in planetariums or other

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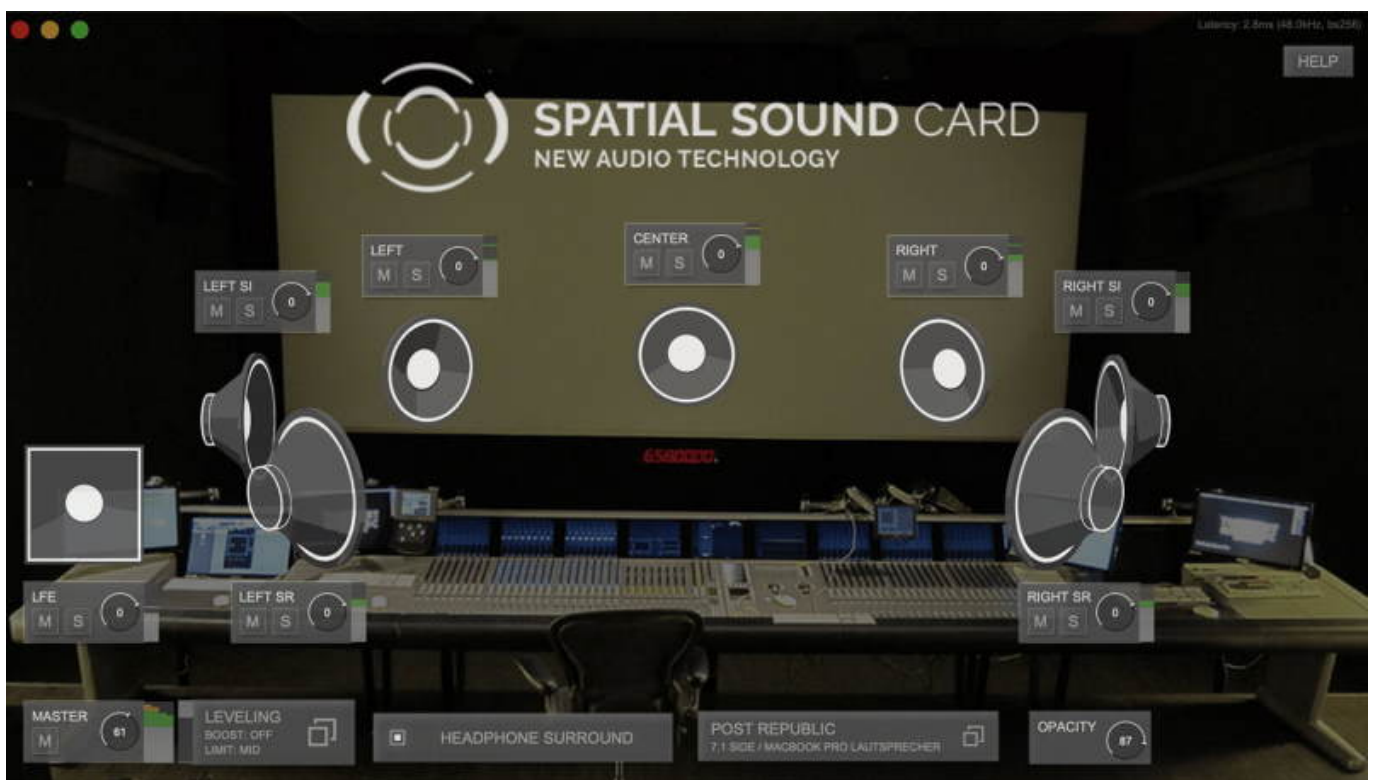
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installations.

In addition, you'll see that the SAD can use existing panning and volume automation data. This means that existing multi-channel 5.1 mix sessions are just minutes away from a discrete 7.1 mix - and then of evolving to a 3D audio mix for home, cinema, 360/VR or mobile entertainment applications.

The SAD is also the only tool in the market for authoring, mixing, monitoring, exporting and encoding all MPEG-H formats, including those compatible with Sony 360 Reality Audio.

The binaural virtual loudspeaker processing capabilities of the SAD is based on real studio measurements as well as unechoed chambers and allows for any type of format to be mixed with just regular headphones if no appropriate loudspeaker system is available. The SAD is also the perfect tool for the straightforward production of breathtaking binaural audio mixes.



The In-One version is a plug-in geared towards monitoring needs, giving users the binaural headphone virtualization capabilities required for these purposes instantly. If you want to create rather than simply monitor, you'll likely want to have a Virtual Producer or more expansive licenses, as the SAD In-One Plug-in does not support MPEG-H creation. NAT's software-based virtual sound card lets you monitor stereo audio files and up to 7.1 surround sound using binaural loudspeaker systems with regular headphones over the computer.

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The Spatial Sound Card Pro (SSC Pro) works as the standard audio device on a computer and will receive audio files automatically. It offers more than 70 binaural room virtualizations from a constantly growing number of high-end studios and dub stages like ARRI Stage One, MSM Munich and many others. The technology featured in the SSC Pro has been used for major Blu-ray releases such as The Expendables I-III, The Fifth Element, and Kraftwerk 3D.

To optimize virtualization, the SSC Pro offers sensitive parameters for individualization. This includes the ability to customize the frequency curve of whatever headphones are used. Presets for a lot of well-known headphone models are also included.

The SSC Pro doesn't do "upmixing" or fake-surround processing; instead, it provides a natural and emotionally stimulating listening experience in stereo or surround sound with very precise positional audio reproduction.

The SSC Pro works with all computer applications that support up to 7.1 audio output, including media players like VLC and FLAC as well as video/audio workstations, games, and 360/VR applications.

The SSC Pro is recommended for use by media professionals working in the audio, music, 360/VR, video, gaming, and/or multimedia sectors as well as any other fields that need workstations equipped with high-quality audio monitoring capabilities.

### Pricing and Availability

#### SAD - Film Stage (4 Producer Plus licenses)

- Complete mix & binaural engine, 330 discrete outs, 8 seats
- MSRP \$1349 / MAP \$1199 / Introductory Promo \$699

#### SAD - Producer Plus (3 plug-ins: Send, Mix, Channel Out)

- Complete mix & binaural engine, 330 discrete outs, 2 seats
- MSRP \$389 / MAP \$329/ Introductory Promo \$199

#### SAD - Producer (3 plug-ins: Send, Mix, Channel Out)

- Complete mix & binaural engine, 8 discrete outs, 2 seats
- MSRP \$289 / MAP \$239 / Introductory Promo \$149

#### SAD - Virtual Producer (2 plug-ins: Send, Mix)

- Complete mix & binaural engine, binaural out, 2 seats
- MSRP \$189 / MAP \$159 / Introductory Promo \$99

#### SAD - In-One

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- The In-One version is a stand-alone version of our SAD, used mainly for monitoring and bus virtualization applications in DAWs.
- MSRP \$89 / MAP \$79 / Introductory Promo \$49

### Spatial Sound Card Pro - Standard

- Max of 8 input channels for up to 7.1 surround; binaural/stereo output; 2 seats.
- This version of SSC offers inputs for audio systems up to 7.1
- MSRP \$169 / MAP \$149 / Introductory Promo \$89

### Spatial Sound Card - Stereo

- Maximum of 2 input channels for stereo; binaural/stereo output; 2 seats.
- This version of SSC offers inputs for stereo sources.
- MSRP \$69 / MAP \$59 / Introductory Promo \$39

The Introductory Promo will run from May 24th through June 12th, 2022.

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

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