

## Mixland SUBLOOM



MIXLAND, developer of audio plugins, today introduced SUBLOOM, a new drum mixing console that features a comprehensive set of tools for shaping drums, including EQ, transient control, saturation, and an extremely flexible sub synthesis channel with innovative new “Pitch Dive” feature that emulates the natural resonant behavior of live drum heads. The SUBLOOM Kick channel features an EQ section with LPF, HPF, and 3-band EQ, as well as a transient knob and saturation

knob. The SUBLOOM Sub channel features a pitch knob, attack knob, decay knob, pitch dive section, transient knob, saturation knob, and warp control.

In addition to its comprehensive feature set, SUBLOOM is also designed to be easy to use: Dial in the “raw” drum on the left side, then dial in the desired “sub” on the right side, finally blend them in together using the two channel volume faders! Subloom features a clear and intuitive interface, and the presets make it easy to get started.

The SUBLOOM pitch dive section allows users to emulate the natural occurrence of live drums that resonate and descend in pitch after being struck. This is an all-new way to add depth and punch to the low end of a mix. This allows the user to dial in low end that blooms, swoops down, and dives in to hit you in the chest, all in perfect tempo with the song the user is working with.

“SUBLOOM is the perfect tool for any mixer or producer who wants to take their drum mixes to the next level,” said Jesse Ray Ernster, Grammy Award-winning mixer and co-developer of SUBLOOM. “This plugin has been a game-changer for my drum mixing over the past year, and I believe it will become an essential tool for any mixer or producer.”

A free 7-day trial of SUBLOOM is available for anyone to try. After the trial period, users will be prompted to purchase the full license for an introductory price of \$49.99 at [mixland.io](https://mixland.io), and after the intro period, the price will go up to \$69.99. SUBLOOM is available in AAX, VST3, and AU formats and is compatible with macOS M1 & M2 Native (Mac OS X 10.7 and higher, and Windows 64bit (Windows 7 and higher) (including Pro Tools 11 and above).

Features:

- 2 channel console for mixing both your source drum and a triggered sine wave together for a massive sound
- “Pitch Dive” section that allows users to emulate the natural resonance of live drums.
  - Adjustable Speed, range, and decay for crafting the perfect low end bloom
- Comprehensive EQ
  - HPF & LPF with resonant control for fine-tuning low end “notes”
  - Aggressive British style 3-band EQ with Low (30hz, 60hz, 120hz), Mid (400hz, 800hz, 1200hz), and High (3khz, 6khz, 12khz)
  - Pre/Post EQ Option for placing EQ first or last in the circuit (before or after transient design and saturation)
- Meticulously-tweaked Transient Designer
  - Pre/Post switch to place before or after saturation
- Gorgeous Saturation Circuit
  - Modes that range from subtle warmth to tube obliteration
  - “Warp” feature that modifies the entanglement between the eq and saturation circuits

## Mixland releases New Plugin: SUBLOOM

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- Easy to use (even for beginners!) with a clear and intuitive interface and a variety of presets to get you started.
- High-quality sound: SUBLOOM delivers high-quality sound that will make your drums sound their best.
- Available in AAX, VST3, and AU formats
  - macOS M1 & M2 Native (Mac OS X 10.7 and higher)
  - Windows 64bit (Windows 7 and higher)

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