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## Mäag Audio EQ4

### Plugin Alliance announces availability of Mäag Audio's first plug-in

**WILMINGTON, USA:** all-new American pro audio plug-in company **Plugin Alliance LLC** is proud to announce availability of the **Mäag Audio EQ4** — American elite audio gear manufacturer Mäag Audio's first plug-in, developed in collaboration with Plugin Alliance — as of February 13, 2012...

**The Mäag Audio EQ4 plug-in successfully models Mäag Audio's renowned EQ4® (500 Series) one-channel, six-band equaliser as a convenient, cost-effective Mac OS X-, Windows-, and TDM/VENUE-compatible (VST 2.4, VST 2.3, RTAS, AU, AAX) plug-in.** Producers like David Retizas, Dave Pensado, and Dylan Dresdow all namecheck the EQ4 as their respective go-to EQ for vocals and other critical sources — hence it being applied to countless famous vocalists (including Madonna, Celine Dion, Black Eyed Peas, Snoop Dogg, and many more).

Like its hardware namesake, **the Mäag Audio EQ4 offers super-tight low-end capabilities, plus Mäag Audio's magical AIR BAND® technology**, a sweepable high-frequency filter that goes all the way up to 40kHz, designed by company founder Cliff Maag himself. According to Mäag Audio, "Audio gear isn't the most important thing in life, but to us it's pretty close to AIR on the 'got-to-have-it' list."

**The Mäag Audio EQ4's bandpass filters** (AIR BAND® boost-only shelf at 2.5kHz, 5kHz, 10kHz, 20kHz, or 40kHz; 2.5kHz fixed boost and cut shelf; 650Hz fixed boost and cut bell; 160Hz fixed boost and cut bell; 40Hz fixed boost and cut bell; SUB/10Hz fixed boost and cut bell) **all interact with each other; increasing the AIR GAIN (+15dB) also slightly increases the overall gain** — a normal and necessary byproduct of the design to maintain sound integrity — **as the AIR BAND® interacts (sums) with the other bandpass filters. Both the original EQ4® and its spin-off Mäag Audio EQ4 plug-in can compensate for added overall gain by simply lowering the five bandpass potentiometers in equal amounts** to ensure the EQ remains the same shape, yet lower the overall gain — a different approach to typical equalisers from other manufacturers. **The Mäag Audio EQ4 plug-in's extra LEVEL TRIM feature can, alternatively, be used to lower overall gain, if needed.** Meanwhile, ALT/click toggles between a reset for each band and the last status, enabling users to easily bypass individual bands.

**The EQ4® and Mäag Audio EQ4 plug-in provide unparalleled transparency and top-end presence**, while maintaining the true natural sound behind the mix; **moreover, the unique design results in very little phase shift**, helping the user retain original sound integrity and enhance the 'airy' frequencies, while tonally shaping the sound from top to bottom. **This lack of phase shift combined with the aforementioned AIR BAND® make the Mäag Audio EQ4 the perfect partner for any EQ-shaping needs!**

**Available in 64- and 32-bit versions, Mäag Audio EQ4 can be purchased and downloaded (in all Mac OS X, Windows, and TDM/VENUE formats — VST 2.4, VST 2.3, RTAS, AU, AAX) for an introductory price of \$179.00 USD (increasing to \$229.00 USD from March 3 onwards) from here:**  
[https://www.plugin-alliance.com/en/plugins/detail/maag\\_eq4.html](https://www.plugin-alliance.com/en/plugins/detail/maag_eq4.html)

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Print-ready, hi-res images:

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**About Plugin Alliance ([www.plugin-alliance.com](http://www.plugin-alliance.com))**

**Plugin Alliance LLC** is an all-new, Wilmington, Delaware-registered American pro audio plug-in company — currently comprising Brainworx (Germany), Chandler Limited (USA), CharterOak Acoustic Devices (USA), NEVE Custom Series 75 (Australia), elysia (Germany), Mäag Audio (USA), Millennia Music & Media Systems (USA), Noveltech Audio (Finland), SPL (Germany), and Vertigo Sound (Germany) — founded by Brainworx CEO (and all-things-American fanatic) Dirk Ulrich: “Our goal is to establish a new, user-friendly ‘Über-standard’, supporting all major plug-in formats and uniting some of the best-known international audio companies under one virtual roof.”