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SPL De-Esser Collection, noveltech CHARACTER™

Plugin Alliance announces SPL plug-in bundle and Noveltech's first plug-in

WILMINGTON, USA: all-new American pro audio plug-in company **Plugin Alliance LLC** is proud to **announce availability of the SPL De-Esser Collection** — German analogue and digital audio processor designer/manufacturer SPL's latest plug-in bundle — **and noveltech CHARACTER™** — Finnish innovative high-quality audio technologies developer Noveltech Audio's first plug-in developed in collaboration with Plugin Alliance — **as of March 16, 2012...**

- **SPL DE-ESSER COLLECTION** comprises two **Analog Code®** plug-ins, **emulating** the best analogue de-esser available — **the SPL De-Esser, a highly-specialised audio tool for removing undesirable sibilant frequencies in a very simple and musical way**, without compromising the timbre and natural character of a voice. **Whereas traditional de-essers use compression techniques**, resulting in undesirable side-effects, such as lisping and a nasal-sounding vocal, as processing compresses the entire selected frequency range, **SPL's Auto Dynamic De-Esser monitors the entire frequency spectrum and automatically detects the sibilant frequencies**; the bandwidth is set so narrowly around the range of the sibilance that neighbouring frequencies remain unaffected, **resulting in a neutral-sounding, inconspicuous, and extremely effective process**. Even at high S-reduction values, the de-essing has a negligible affect on voice character and timbre, and **users can even select the MALE/FEMALE front-panel switch to adjust for the vocal characteristics of male or female voices!** While the classic SPL De-Esser is available immediately, Plugin Alliance is currently applying the finishing touches to the **SPL Dual-Band De-Esser**, ready to add it to the installer as a free upgrade to all existing users by April 1. There are some subtle but audible sonic differences between these two De-Essers, which is why Plugin Alliance decided to model both. **For mastering purposes Plugin Alliance has added an M/S mode** — not found in the original hardware, **allowing users to de-ess a full mix, yet keep the high-frequency content of cymbals, guitars, or keyboards virtually untouched!**
- **NOVELTECH CHARACTER™** **intelligently enhances relevant characteristics found in source material, automatically adjusting complex sets of parameters, rather than simply statically boosting one specific frequency region**, for example. **This revolutionary approach allows users to achieve their desired results much quicker** — with almost instant gratification, **requiring only several intuitive user parameters: INPUT** — cuts/boosts input signal (-48 to +6dB); **OUTPUT** — cuts/boosts output signal (-48 to +6dB); **CHARACTER** — adjusts the amount of character signal being added to the boosted input signal (0 to 100%); **TARGET** — whereby the target scale of 0 to 100 does not represent absolute frequency, but rather represents the relative position in the full-frequency range of the input signal at the current moment in time; **MODE 1** — optimised for percussive instruments and vocals; **MODE 2** — optimised for guitars and synths; **and MODE 3** — optimised for bass guitar and pads. To further ease usage, red LEDs start to illuminate when input/output signals clip, while the CHARACTER meter measures the amount of characterisation. Rounding off this easy-to-use plug-in, there are 17 presets built into its main window — all are selectable, but not alterable (although new presets can be stored via the host DAW software), while users can compare different CHARACTER settings with the A/B switches. **The CHARACTER™ algorithm is based on Noveltech Audio's Intelligent Adaptive Filtering (IAF) technology. The processing affects both the frequency response and dynamic properties of the input material in a highly time-varying sense. CHARACTER™ intelligently identifies and enhances the characteristics in audio material that are pleasing to the human ear**, such as the time-related attack and decay properties of the signal's transients, for example. **Such processing is non linear**, and highly dependent on the source material's original content, **aiming to enhance the perceivably favoured characteristics of the original musical instrument or voice by automatically adjusting complex sets of parameters, rather than statically boosting only one specific frequency region**, for instance. Remember: CHARACTER™ does not perform musical miracles; it can only emphasize existing characteristics present in the original source material!



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Those wishing to learn more about Plugin Alliance's precise modelling of the original SPL De-Esser should check out the latest 'Tech Talk' column with Michael Massenburg — responsible for analogue modelling at Brainworx and its partner companies — here: <https://www.plugin-alliance.com/en/techtalk.html>

Available in 64- and 32-bit versions, the **SPL De-Esser Collection** bundle 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 \$149.00 USD (increasing to \$199.00 USD from April 4 onwards) from here: https://www.plugin-alliance.com/en/plugins/detail/spl_de-esser.html

Available in 64- and 32-bit versions, the **noveltech CHARACTER™** plug-in 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 \$99.00 USD (increasing to \$149.00 USD from April 4 onwards) from here: https://www.plugin-alliance.com/en/plugins/detail/noveltech_character.html

(Note: the **noveltech CHARACTER™** plug-in was exclusively available for the TC PowerCore platform previously; Plugin Alliance is offering a 50% off list price 'crossgrade' deal for all such users — equalling a \$24.00 USD refund on top of the introductory offer!)



Print-ready, hi-res images:

https://www.plugin-alliance.com/tl_files/products/spl_de-esser/spl_de-esser_hires_01.png

https://www.plugin-alliance.com/tl_files/products/spl_de-esser/spl_de-esser_hires_02.png

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About Plugin Alliance (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.”