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Wherever you may roam...

Plugin Alliance adds USB flash drive activation to licensing system

WILMINGTON, USA: all-new American pro audio plug-in company *Plugin Alliance LLC* is proud to add flexible and convenient USB flash drive activation to its licensing system as of July 13...

Aside from its growing family of unsurpassed effects plug-ins — meticulously modelling high-end hardware from the likes of Brainworx, Mäg Audio, SPL, and Vertigo Sound, *Plugin Alliance has always prided itself on its easy-to-use licensing system (using a single file to manage all licenses for activation on up to three computers)... clicking Activate when launching a new plug-in for the first time downloads a new license file* to the computer in question *from the Plugin Alliance server*. Couldn't be simpler, surely?

Simpler, no; more flexible, maybe. *Now the Plugin Alliance activation system is even more flexible, offering users complete freedom to roam by transferring their licenses and plug-in installers to a single standard USB flash drive requiring only one USB port* — unlike most other proprietary USB-based licensing systems.

A USB flash drive can be used to run Plugin Alliance plug-ins on other computers without having to activate those specific machines beforehand; plug-ins can be quickly copied onto different computers (or Avid's VENUE live sound production systems) *on a temporary basis before being deleted with no need to deactivate the computer* (and/or console) *afterwards*, making it a perfect solution for touring FOH engineers or recording engineers who regularly work in different studios.

What's more, *Plugin Alliance has rigorously tested its new 'roaming' license system with Waves' License Center-based equivalent while Waves did likewise*; both companies are happy to report that *users can use the same USB flash drive for their Plugin Alliance and Waves plug-ins and license files without interfering with each other*. Simply perfect.

Imagine the convenience of *being able to take your complete Plugin Alliance plug-in collection wherever you like, whenever you like*, all on one single standard USB flash drive. *Well, there's no need to imagine anymore.*

Wherever you may roam... plug in to your new Plugin Alliance production or recording home!



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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), Mäg 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.”