



## CONTACT

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# Brainworx bx\_rockrack

## Brainworx brings forth guitar amp plug-in par excellence

**WILMINGTON, USA:** all-new American pro audio plug-in company **Plugin Alliance LLC** is proud to announce availability of **bx\_rockrack**, a guitar amp plug-in par excellence, developed by Plugin Alliance founder member Dirk Ulrich's renowned German plug-ins company **Brainworx**, as of June 15, 2012...

**A renowned rock guitarist in his own right, Brainworx CEO Dirk Ulrich is also a sought-after producer** who has worked with James LaBrie (Dream Theater), Pro Pain, members of Toto, Jennifer Batten (Michael Jackson), TM Stevens (Joe Cocker), and many more standout musicians, **so he should know a thing or two about getting great guitar sounds! Indeed, he has always been known for the great guitar sounds produced in his company namesake Brainworx recording studio** (formerly Brainrox Studios) in Germany, **so what better place to dream up and create the ultimate guitar amp plug-in?** "We have recorded a lot of rock and heavy metal bands in the past ten years in this studio, and I have developed a quite unique chain for guitar recordings, containing a vintage Neumann CMV 563 microphone, a Telefunken V76 tube pre-amp, and a fantastic Neve VXS console, which we use for EQ and summing," details Dirk.

Continues the conceptual creator of **bx\_rockrack**: **"Brainworx is famous for its world-class emulations of the most expensive high-end audio equipment** for companies like SPL, elysia, Vertigo, and Mäag Audio, **but, while a lot of analogue equipment has already been very precisely modelled, the Brainworx team felt it was time for a guitar amp plug-in that finally sounds and feels like the 'real thing' — not trying to emulate 112 amps with 254 microphones, but creating a plug-in that includes only a few amp heads, plus the complete recording chains of both Brainworx in Germany and The Mix Room in Burbank, California**, where a lot of my favourite CDs have been mixed; I thought that would be a perfect studio to capture some recording chains — including speakers, microphones, pre-amps, consoles, and EQs — **that have been used on many real-life productions for world-class acts!"**

**Which is exactly what Dirk did** — with a little help from friends like The Mix Room owner Ben Grosse (producer/mixer for the likes of Slipknot, Alter Bridge, Disturbed, and Marilyn Manson), **and exactly what makes the bx\_rockrack plug-in sound like it does: a choice collection of high-end guitar amp models that exactly emulate guitar recording in the highly-coveted Brainworx studio or The Mix Room** — complete with several selectable high-end guitar cabinet and microphone combos, as used in those real-life, world-class recording chain capture sessions held on both sides of the pond.

Unlike most other guitar amp plug-ins, **bx\_rockrack can be controlled just like a real amp and small effects rack**; moreover, **with so many perfect-sounding set-ups to choose from, its recording chains need not be edited or altered** — simply select the cabinet, microphone, studio, and... keep on rockin' in the real world! **A nice-sounding vintage delay, noise gate, and high-quality guitar tuner are also at hand**, helpfully, **while some innovative Brainworx filters speedily shape amp set-ups** with ease.

**bx\_rockrack** can easily be played live since it **offers a CPU-friendly, ultra-low-latency engine, so multiple instances can comfortably be run** on any modern computer. **The basic version includes the amps, recording chains, and Effects Rack, while the soon-to-be released PRO version will offer additional guitar-orientated plug-ins, plus an ability to use the bx\_rockrack recording chains with other guitar amp plug-ins, or even real guitar amps** via their line-out connections to the computer.

**Why practice ten years to get your guitars to sound like the pros?** Buying **bx\_rockrack instantly delivers reputation-building results previously only possible in the best rock recording studios** direct to your (desktop) door. Or into your lap (top). No speaker emulator required. Got a guitar? **Why wait at all?**

**bx\_rockrack. The first guitar amp simulation plug-in.**



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Available in 64- and 32-bit versions, Brainworx's **bx\_rockrack** plug-in can be purchased and downloaded (in all Mac OS X and Windows formats — VST 2.4, VST 3, RTAS, AU, AAX) for an introductory price of \$199.00 USD until July 30 (rising to \$249.00 USD thereafter) from here:  
[https://plugin-alliance.com/en/plugins/detail/bx\\_rockrack.html](https://plugin-alliance.com/en/plugins/detail/bx_rockrack.html)

Come fly with us... watch a 'making-of' **bx\_rockrack** video (capturing the recording chains in LA and Germany):  
<http://vimeo.com/43560635>

See (and hear) **bx\_rockrack** in action on a hot-and-heavy recording session with former Pro Pain guitarist Eric Klinger and top German drummer Ulf Stricker jamming with Brainworx CEO Dirk Ulrich (bass) and developer Igor Nembrini (guitar solo): <http://vimeo.com/43447917>

And hear the finished 'Metal Demo' (featuring Eric Klinger and Ulf Stricker) here:  
[http://plugin-alliance.com/tl\\_files/sessions/bx\\_rockrack\\_metal\\_demo.mp3](http://plugin-alliance.com/tl_files/sessions/bx_rockrack_metal_demo.mp3)

Finally... something a little less heavy — rock guitar instrumental 'A New Life' by Dirk Ulrich (again, all electric guitars recorded with **bx\_rockrack**):  
[http://plugin-alliance.com/tl\\_files/sessions/bx\\_rockrack\\_demo\\_A\\_New\\_Life.mp3](http://plugin-alliance.com/tl_files/sessions/bx_rockrack_demo_A_New_Life.mp3)



Print-ready, hi-res images:

[http://plugin-alliance.com/tl\\_files/products/bx\\_rockrack/bx\\_rockrack\\_box.png](http://plugin-alliance.com/tl_files/products/bx_rockrack/bx_rockrack_box.png)  
[http://plugin-alliance.com/tl\\_files/products/bx\\_rockrack/bx\\_rockrack\\_hires\\_01.png](http://plugin-alliance.com/tl_files/products/bx_rockrack/bx_rockrack_hires_01.png)

## 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), 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."