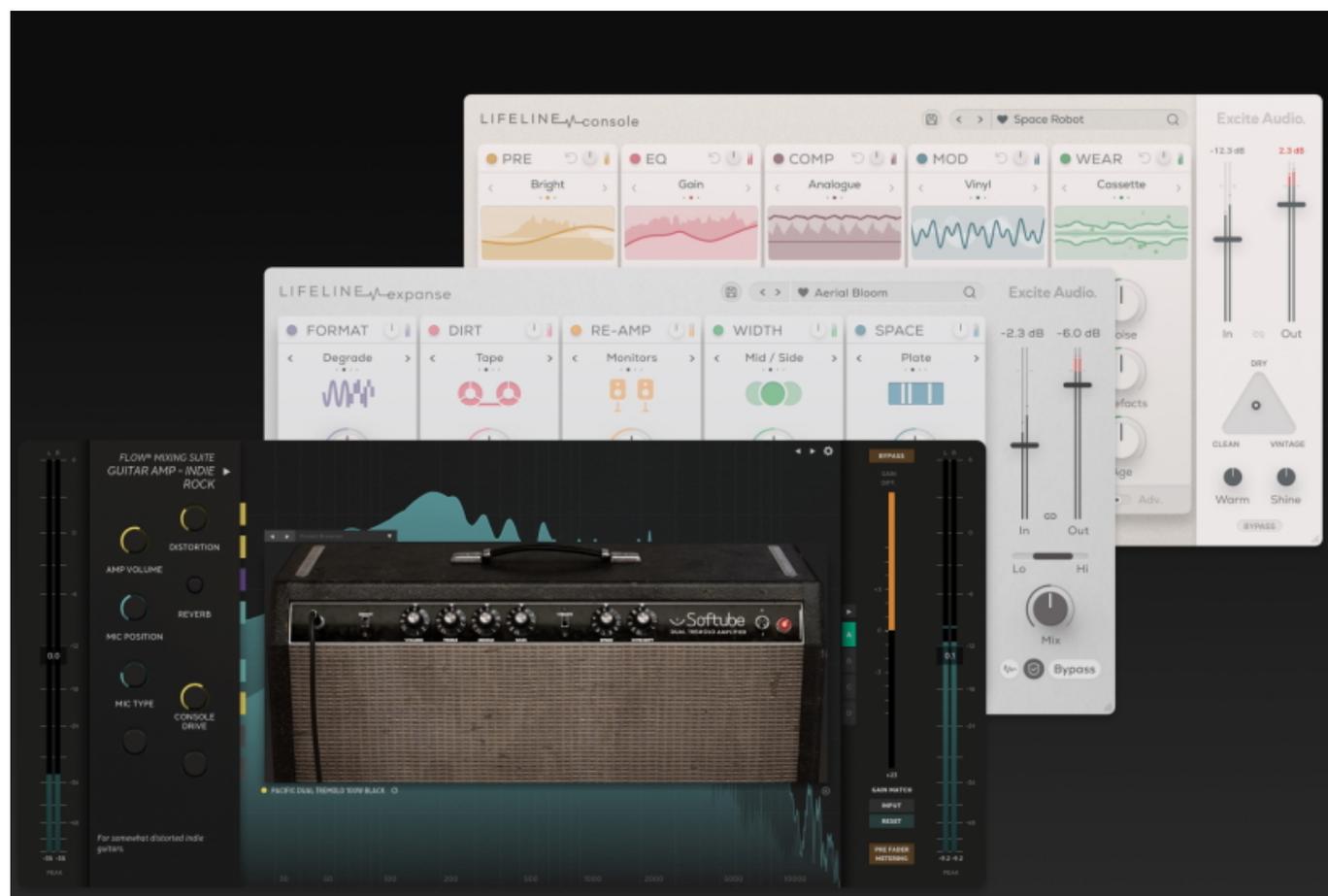


## Audient ARC Platform Update



British audio brand Audient has announced a significant evolution of its user experience with the official relaunch of the Audient Resource Centre (ARC). To celebrate the relaunch, Audient is adding two major names to its already legendary software bundle: Softube and Excite Audio. These professional-grade processing tools are now available to all new and existing Audient owners completely free of

charge.

Moving far beyond a standard download page, the new ARC has been transformed into a centralised, intelligent hub designed to maximise the creative potential of every Audient owner. At the heart of this evolution is a curated marketplace of exclusive offers from industry-leading partners, providing users with free access to a professional suite of software, plugins and educational content.

- Free Software: Unlock an evolving collection of free, exclusive offers from industry leaders including Steinberg, Softube, Excite Audio, Spitfire Audio, Produce Like a Pro,
- Strymon, Output, Sonarworks and more - providing thousands of dollars in added value at no extra cost.
- Intelligent Onboarding: Eliminate the guesswork with a tailored setup process designed to get you from unboxing to recording in minutes.
- Centralised Hardware Management: A streamlined hub to register your Audient gear and manage software and firmware updates through a single, intuitive interface.
- Pro Support & Learning: Gain direct access to product tutorials and 'How-To' videos to make sure you get the most from your Audient product.

“Our goal with the ARC platform is to make the ‘Audient customer journey’ as seamless as possible,” says Audient’s Andrew Allen. “By combining a cleaner, more intuitive interface and bolstering our product offering with world-class software plugins from our friends at Softube and Excite Audio, we’re making sure our users have everything they need to succeed right out of the box.”

Softube - Flow Guitar Essentials (Guitar Amps & Studio FX) add timeless guitar tones to your productions with lightning-fast workflow. From crystalline cleans to furious distorted sounds, this collection of classic amps, cabs and pedals has got you covered. Softube Flow Guitar Essentials is a free perpetual licence for all Audient customers and includes:

- Pacific Dual Tremolo 100W Black Amp & Cab
- Custom 100W Amp & Cab
- British Class A Drive
- Kraft Overdrive/Distortion
- Doom Chvrch Reverb: A collection of pro guitar signal chains to get you going

Excite Audio - The Lifetime Lite Bundle features a creative duo of multi-effect plugins designed to bring texture, depth and realism to customers’ audio. Together, Lifeline Expanse Lite and Lifeline Console Lite provide 10 incredible rearrangeable effects for enhancing users’ music throughout their productions, mixes and masters. With a combined value of £79/\$79, Audient customers registered on ARC get exclusive access to a perpetual licence to this powerful production toolkit absolutely free.

## Audient updates ARC Platform

Wednesday, 11 March 2026 16:20

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This relaunch is just the beginning. Audient plans to roll out more software offers and exclusive partner content throughout 2026, ensuring the value of owning Audient gear continues to grow long after the initial purchase. Existing users can log in to the new ARC platform today to claim their new software and explore the upgraded features.

[www.audient.com](http://www.audient.com)