HitVerb Hit Factory Studios



Experience the sonic magic of some of the most iconic recording studios in history with HitVerb, the revolutionary convolution reverb plug-in developed in partnership with Troy Germano, CEO of The Hit Factory Studios. HitVerb delivers the authentic ambiance of The Hit Factory's legendary rooms, where countless platinum records were born. Now, producers and engineers can infuse their tracks with the unmistakable character of these world-class studios - without ever leaving their DAW.

HitVerb offers meticulously captured impulse responses from 12 legendary recording spaces across The Hit Factory's locations, including New York and London. These are the very same rooms where industry giants like Stevie Wonder, Bruce Springsteen, Post Malone, Karol G, Lady Gaga, Notorious B.I.G. crafted their timeless hits. From tight, intimate spaces to expansive live rooms, HitVerb provides instant access to a vast range of reverbs that have shaped music history.

Designed to meet the needs of both newcomers and seasoned professionals, HitVerb offers an intuitive interface with deep customization options. Users can precisely adjust microphone distance and positioning, selecting from Neumann

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U67s, Coles 4038 Studio Ribbons, and Sennheiser MKH 800 Twins. Additional shape controls include low- and high-cut filters, tail length adjustments, and even the ability to add or remove carpet to fine-tune reflections. With expertly crafted presets from top engineers and the ability to save custom settings, HitVerb ensures users can quickly achieve their desired sound.

Unlike traditional analog reverb units, convolution reverb uses real-world impulse responses to capture the exact acoustic characteristics of physical spaces. HitVerb was designed with ease-of-use in mind, delivering fantastic results from a streamlined user interface.

Since its inception in 1969, The Hit Factory Studios has been synonymous with world-class recording, hosting a staggering roster of A-list artists across pop, rock, R&B, hip-hop, jazz, and film scoring. With HitVerb, this unparalleled legacy is now accessible to producers worldwide. “For decades, our studios have played a vital role in shaping music history,” says Troy Germano. “HitVerb lets you bring the legendary sound of The Hit Factory to your own projects - no matter where you are.”

Key Features:

- World-class convolution reverb plug-in modeled in 12 legendary Hit Factory studio rooms from all over the world
- Impulse response creation was headed by Troy Germano, CEO of Hit Factory Studios
- Fine-tune control over mic positioning and distance
- Further control includes high- and low-cut filters; tail length - even carpet!
- Includes presets designed by top studio engineers; user presets are easy to create and recall
- Available for Mac or Windows in AAX, VST3, and AU formats

HitVerb will be available for purchase and download on February 24, 2025 through RAD Distribution’s growing global network of dealerswith a price of $199 USD. (A 14-day trial is available.)

www.hitfactoryplugins.com

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