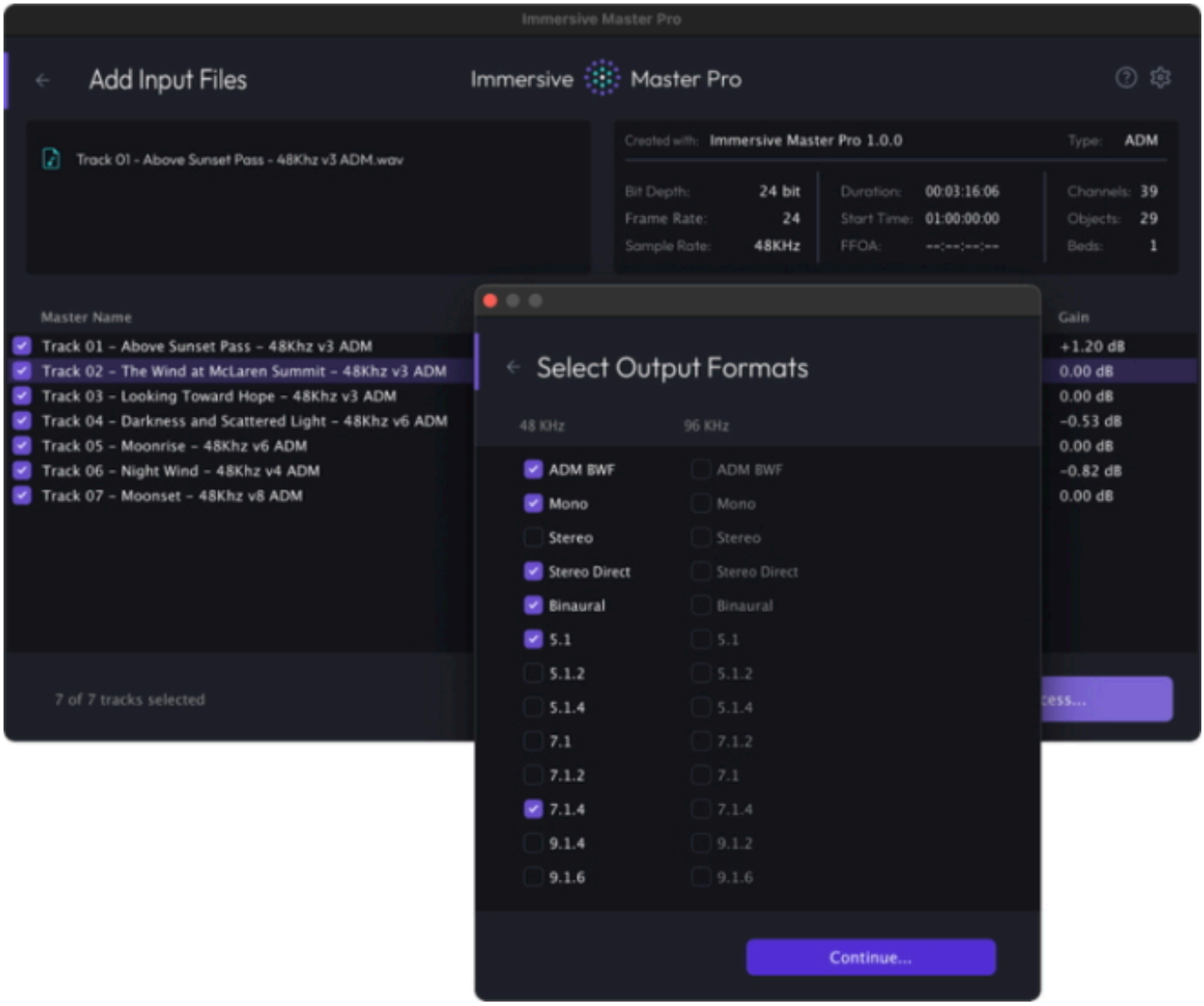
Immersive Machines Immersive Master Pro



Immersive Machines announces Immersive Master Pro, a powerful tool designed to streamline the way sound professionals handle Dolby Atmos and ADM files. With a focus on batch processing, editing, and analysis, this macOS application is built for today’s immersive audio workflows, launching just in time for the AES Show.

The idea behind Immersive Master Pro came from real-world challenges faced by Immersive Machines. Initially relying on a custom Python script to process large volumes of Dolby Atmos files through a command-line interface, it soon became clear that a more robust solution was needed. Encouraged by peers, the team at Immersive Machines developed Immersive Master Pro, turning what began as a simple workaround into an advanced software solution for immersive audio professionals.

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As immersive audio formats become increasingly prevalent, the need for intelligent, efficient file management solutions grows. Immersive Master Pro addresses this demand with a suite of features designed to streamline complex workflows, making it easier for professionals to manage Dolby Atmos and ADM files.

Key Features:

- Batch Re-rendering and ADM Processing: Handle multiple Dolby Atmos or ADM masters simultaneously, saving significant time.
- Batch Loudness Analysis: Quickly measure and assess the loudness of numerous Dolby Atmos or ADM files at once.
- Automated Editing: Easily edit Dolby Atmos masters from event lists to ADM masters and/or re-renders using EDLs or event lists in spreadsheets.
- Batch Sample Rate Conversion: Convert the sample rates of several Dolby Atmos or ADM masters in a single process.
- File Properties and Contents View: Gain instant access to the critical properties and content of Dolby Atmos and ADM files for easier management.
- Dolby Laboratories Certification: Immersive Master Pro has been certified by Dolby, and Immersive Machines is a licensed developer.

Testimonials:

- “This is just the beginning for Immersive Master Pro,” says Nathaniel Reichman, founder of Immersive Machines. “We are committed to continuously developing the software based on user feedback, ensuring it meets the evolving needs of audio professionals both now and in the future.”
- “The Immersive Master Pro is very useful to provide a quick overview of loudness and peaks in a collection of ADMs.” - Morten Lindberg, Grammy-winning producer/engineer
- “Immersive Master Pro is the missing link in a streamlined Atmos workflow. The ability to create batch re-renders, analyze and adjust loudness across multiple ADMs, and edit a master file from an event list via 'Edit Mode' are massive time savers. Immersive Master Pro has fast become an essential tool, especially in the creation of gapless playback albums.” - Mark Gittins, Director / Head Engineer - Sensound

Immersive Master Pro is available as a single-payment perpetual license:

- $329.00 with an intro sale price of $199 USD until November 5th 2024.

Or through a flexible rent-to-own plan:

- Rent-to-Own Plan: Designed for maximum flexibility, this option allows users to rent the software one month at a time, with each rental payment amounting to 25% of the full license cost. After four payments - made at any

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time, not necessarily consecutively - the user receives a full perpetual license. This structure ensures no value is lost, providing an affordable path to ownership.

Immersive Master Pro is a universal binary standalone macOS application that runs on Intel and Apple Silicon architectures. Immersive Master Pro requires iLok licensing. Users may activate to iLok 2 or 3 USB dongle, iLok Cloud. Immersive Master Pro will be available starting October 3rd, 2024. A 30-day free trial is available online.

www.immersivemasterpro.com

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