

LANG Electronics Inc. PEQ-2



Hot on the heels of an acquisition announcement by European pro audio manufacturer Heritage Audio last month, LANG Electronics Inc. is proud to introduce its PEQ-2 Program Equalizer — effectively inaugurating its rebirth as a professional audio company with history hitherto grounded in the Sixties (originally operating out of downtown New York where it was dedicated to producing high-quality equipment and replacement parts at accessible prices), porting one of the most desired equalizers of all time to the 21st Century by making it available again to all as a brand-new piece providing problem-free access to some of the sweetest-sounding tones and textures the industry has ever heard, putting pay to the prevailing practice of overcoming inflated pricing for used units that are almost always in a questionable state of operation when seeking out original Model PEQ-2s held in high regard by many discerning artists, engineers, and producers who consider the so-called 'LANG PROGRAM EQUALIZER' to be better than the ubiquitous Pultec when choosing it as their secret weapon - as of January 24...

It is fair to say that not many Model PEQ-2s were made back in the day, and those that have survived to this day are carefully guarded by their lucky owners. Indeed, it is not surprising that some professionals have stated that they actually prefer this model to the ubiquitous Pultec program equalizers made more popular by manufactured numbers alone. After all, both are essentially the same Western Electric design - distinctly high-quality passive equalizers with inductors, in other words - while the fact remains: reborn, LANG Electronics Inc.'s truly 21st Century-ported PEQ-2 Program Equalizer - like the Sixties-vintage Model PEQ-2 (a.k.a. 'LANG PROGRAM EQUALIZER') original - offers a sharper, tighter response that makes it ideal for mix bus use where flabby, undefined sound can ruin results. Reality dictates some important differences between those tussling passive equalizers that likely influenced that preference. Put it this way: with nearly twice as many frequency options on offer, the PEQ-2 Program Equalizer's 26 certainly compares favorably to the Pultec's paltry 14. For example, its low end is infinitely more variable with LF BOOST offering eight (20, 30, 40, 60, 80, 120, 160, and 240 HZ) frequencies to choose from (with up to 16 dB of boost) and LF DROOP offering four (25, 50, 100, and 200 HZ) frequencies to choose from (with up to 18 dB of cut) -

unlike the Pultec. Then there is a very useful 20 KHZ option in its HF BOOST section.

It is little wonder, then, that the likes of Ocean Way Audio CEO Allen Sides - surely one of the most respected engineer/producers in the music industry; American mix engineer, recording engineer, record producer, and record label owner Andrew Sheps; and American record producer, mixer and engineer Joe Chiccarelli, to name but a notable few, are on record as stating that the Sixties-vintage Model PEQ-2 has become their secret weapon, respectively relying on them to produce their trademark sound.

So surely it is only fitting that the first product to come from the favorably received rebirth of LANG Electronics Inc. immediately following its acquisition announcement by European pro audio manufacturer Heritage Audio should be the PEQ-2 Program Equalizer, effectively porting one of the most desired equalizers of all time to the 21st Century by making it available again to all as a brand-new piece providing problem-free access to some of the sweetest-sounding tones and textures the industry has ever heard. Thanks to its clear layout that is easy to use, users will be improving their tracks with natural- and musical-sounding processing in next to no time, transforming material in interesting, creative ways that they will almost certainly never have considered prior to changing their way of working - ways that would not even be possible with a Pultec.

LANG Electronics Inc.'s PEQ-2 Program Equalizer is shipping and available via parent company Heritage Audio's growing global network of dealers with a price of €999.00 EUR in the EU and a price of \$899.00 USD, US distribution being handled via RAD Distribution.

www.heritageaudio.com

www.raddist.com