

LANG Electronics Inc. SILVERR 47



Heritage Audio brand LANG Electronics Inc., itself a notable name in pro audio circles dating back to the Sixties, presents the SILVERR 47 ALL TUBE STEREO MICROPHONE PREAMPLIFIER as its registered trademark take on the unique preamp that served as a foundation for the fresh and furious British Invasion sound that conquered the world in the Sixties - still held in the highest regard as one of the most sought-after preamps of all time, today available in a convenient two-channel form at a price that would have been hard to believe back in the day - as of May 22...

Readily recreating the original design to serve as a standalone dual-channel mic preamp that skilfully nails the sound palette of one of the most revered preamps of all time, the SILVERR 47 ALL TUBE STEREO MICROPHONE PREAMPLIFIER's somewhat simple yet flavourful design has been adapted to perfection for the needs of modern studios more than 60 years after its inception. Indeed, the iconic tube mic preamp design in question's sound permeated pretty much every track originating on a particularly famous London street back in the Sixties since it was used in almost every step of the production process - think mic preamp, line-receiving amplifier, EQ section driver, fader gain stage, output line drivers... you name it! Its legendary status was well and truly secured when certain long-haired musicians directly plugged in their electric guitars, gaining themselves a distinctive distorted sound that can rightfully be described as revolutionary in the process. Put it this way: that trailblazing sound is well worthy of the 'r-word' that is so often overused in this day and age.

It is fair to say that this distinguished design is far from being a fable from the Sixties since its simple yet flexible features have proven to be the secret sauce for many contemporary professional producers in almost all musical genres - from pop

to rock, alternative, metal, hip-hop, and even EDM (Electronic Dance Music) - due to its unique punch and warmth when tracking any instrument type. That said, LANG Electronics Inc.'s SILVERR 47 features an added NFB (NO FEEDBACK) gain position, drastically boosting harmonic distortion to previously unavailable levels that turn it into a one-of-a-kind shaping tool, though its VOLTAGE GAIN (DB) control is stepped in 6dB increments - all the way up to a +52dB total, while a variable OUTPUT control sits above self-explanatory PAD, 48V (phantom power), HPF (high-pass filter), and PHASE push-buttons. Included INPUT L/INPUT R are on rear panel-positioned balanced XLR (mic) connections while OUTPUT L/OUTPUT R are on balanced XLR (mic) and ¼" TRS (line) connections, complimented by front panel-positioned D.I. (Direct Input) ¼" TS connections. And a worldwide internal power supply sees SILVERR 47 setting out its stall as an ALL TUBE STEREO MICROPHONE PREAMPLIFIER of today.

To nail the sound that defined an era, each SILVERR 47 channel employs a carefully sourced pair of tubes - namely, NOS 6AU6 pentode for the input stage and JJ ECC88 for the output, all visible through front panel grills, and all working in perfect harmony with custom-made input and output LANG Electronics Inc. transformers designed by Heritage Audio. As The Beatles beautifully sang - significantly playing a role in revolutionising that transformative time themselves, both culturally and, obviously, musically - in the Sixties: "You say you want a revolution." Well, you know... LANG Electronics Inc. has only just gone and done it again - following in the fanciful footsteps of its industry-shaking PEQ-2 Program Equalizer released to widespread critical acclaim in 2023 while effectively bringing back to life one of the most desirable equalizers of all time some six decades after the original (albeit 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) - by 're-releasing' one of the most sought-after preamps of all time in a convenient two-channel form... and at an attractive price point that would have been hard to believe back in the Sixties, so self-respecting studio owners or self-recording artists alike can comfortably justify adding at least one SILVERR 47® ALL TUBE STEREO MICROPHONE PREAMPLIFIER to their recording setup, surely.

LANG Electronics Inc.'s SILVERR 47 is shipping and available via parent company Heritage Audio's growing global network of dealers with price of €1,099.00 EUR in the EU and a price of \$999.00 USD, US distribution being handled via RAD Distribution.

www.heritageaudio.com
www.raddist.com