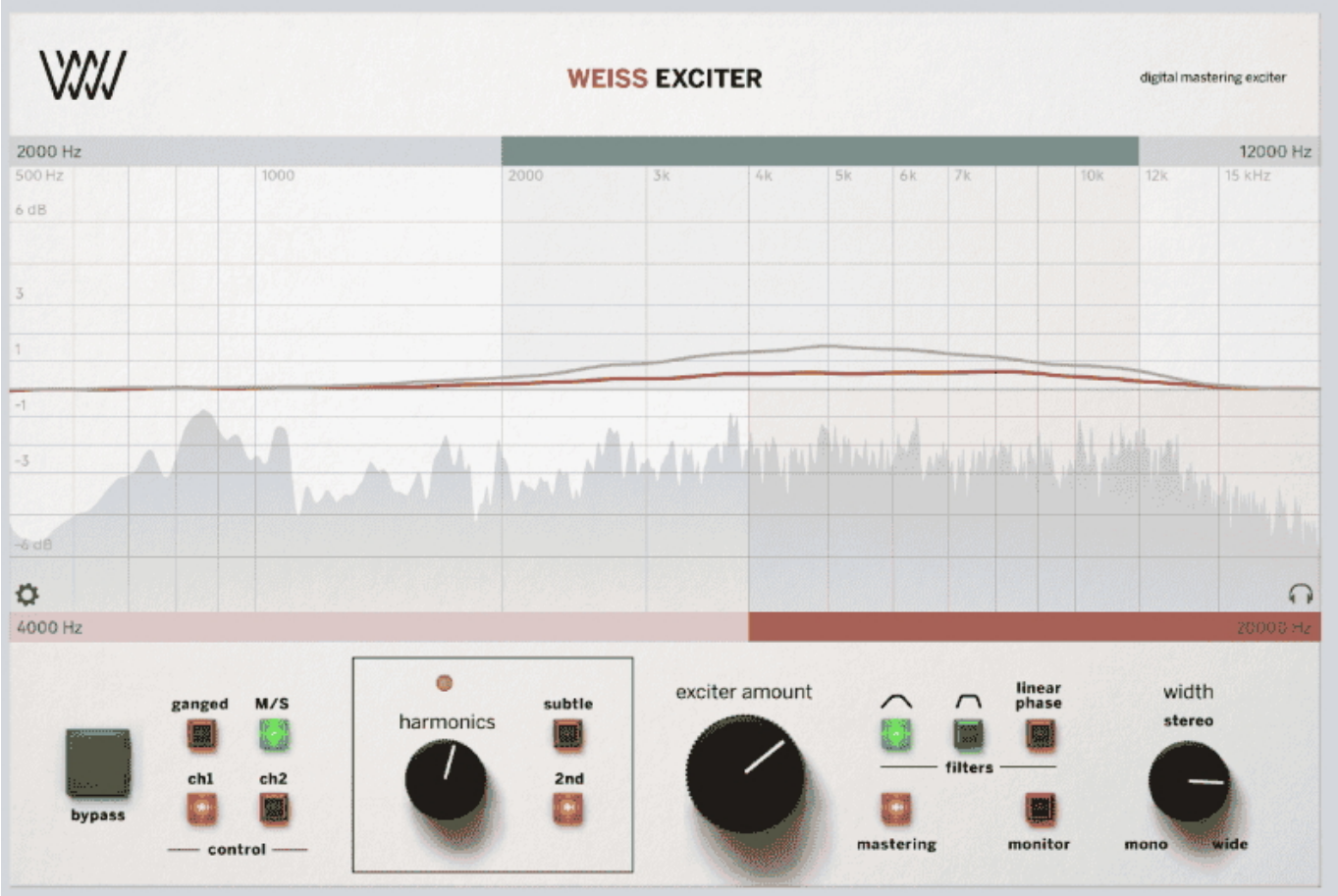
Softube Weiss Exciter



Weiss Exciter is a new plugin designed for professional audio mix and mastering engineers. Using a unique algorithm, the Weiss Exciter transparently adds vibrancy and crispness to the source material, making the added harmonics feel like an integral part of the original recording. The plugin has been developed in collaboration with our partner brand, Softube, a world-renowned plugin vendor. It is available at Softube's web shop and via authorized dealers.

Adding brightness to a sound has always been a challenge for audio engineers. Using an equalizer can sound unnatural, at least for more significant treble boosts, as the process involves attempting to boost signals that are not part of the original sound. The other major technique has been the use of exciters, which typically blend in high-frequency distortion with the source material. Unlike equalizers, exciters actually generate treble content that didn't exist to begin with. However, the downside is that they often introduce harshness, giving an overprocessed impression.

Niklas Odelholm, Vice President of Product Design at Softube, says: "It is an amazing opportunity to co-develop novel algorithms together with Weiss. They are the pioneers in high-quality digital audio with over 40 years of experience, and their

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attention to detail together is still unparalleled. We managed to marry our expertise in harmonics and distortion with their transparent and clean algorithms which resulted in something really novel.”

The Weiss Exciter is available at Softube’s web shop and via authorized dealers. It is also included in Softube’s Flow Mastering Suite and the new plugin bundle Weiss Complete Collection 2.

www.weiss.ch

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