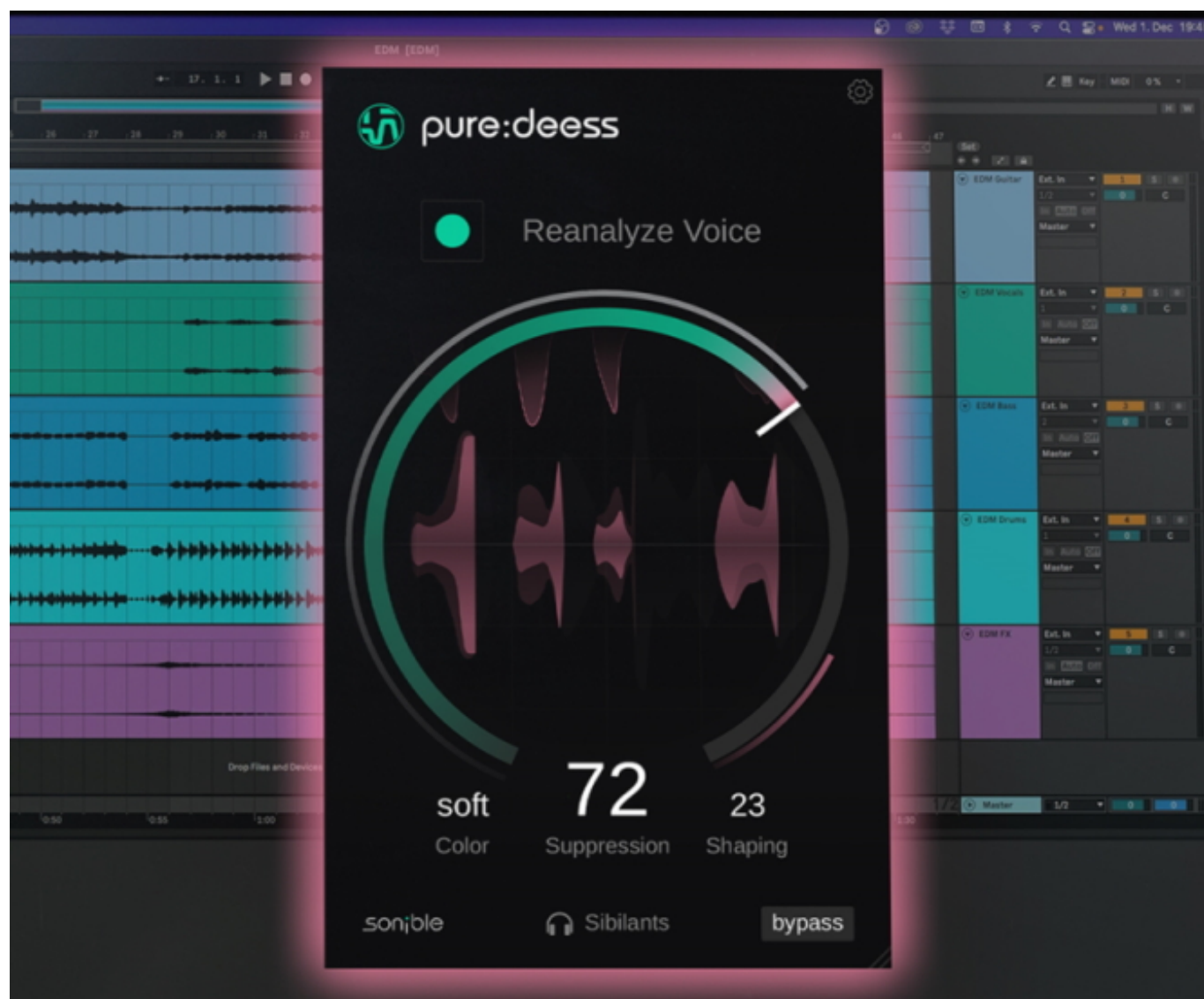


# sonible pure:deess



sonible has strengthened the pure:bundle with the addition of a new plugin, pure:deess. This new processor provides a simple way to remove sibilance and harshness from vocal material, with a slimmed-down set of just three controls thanks to intelligent voice analysis. pure:bundle is a collection of easy-to-use, AI-powered plugins makes mixing music more straightforward so producers can focus on their creativity. sonible's neural networks make it simple to set up and control production staples like compression (pure:comp), reverb (pure:verb) and EQ (pure:EQ), alongside the innovative pure:unmask, and pure:limit.

pure:deess automatically detects and solves sibilant sounds and provides intuitive controls for suppression, color and spectral shaping. With these three straightforward controls and sonible's AI-powered voice analysis, pure:deess is ideal for creators looking for a great sound without being overwhelmed by controls. Featuring some of the analysis and processing technologies from sonible's

smart:deess plugin, pure:deess listens to the input signal (a speaker or vocalist) and identifies different sibilants (s, sh and more). From here, a target spectrum is computed for the particular voice, and individual sibilant sounds are processed towards that target. This means that the plugin can also boost to revive dull sibilants and increase intelligibility.

sonible pure:deess Features:

- **Suppression:** The user controls how much processing is applied using the large central dial. When the Suppression level is low, only the louder sibilants are reduced; turn it up further to tame even the minor details in the recorded audio.
- **Color:** This parameter changes the target character the plug-in aims for. With Color set to Soft, sibilant elements are softened a lot, making this a good setting where intelligibility can be sacrificed (for example backing vocals). In Neutral, the characteristics of the original sibilants can be preserved, with only harsh resonances corrected. Sharp focuses on retaining presence and intelligibility while reducing the unnaturally harshest material.
- **Shaping:** The Shaping parameter in pure:deess adjusts the intensity of spectral processing, shaping sibilants toward the selected Color. Higher values apply stronger shaping for a more consistent sound and lower values maintain natural variations with minimal processing. This ensures precise de-essing while preserving the intended vocal character.

pure:bundle Features

- Automatic parametrization for high-quality results
- AI-powered processing and characteristic profiles

Powerful sound-shaping options

- pure:deess reduces sibilance and harshness with minimal setup
- pure:unmask reduces clashes between two tracks to get the best out of both
- pure:EQ immediately improves the spectral balance of a track
- pure:comp instantly controls a track's dynamics for that professional edge
- pure:verb creates reverb that matches a signal's tonal characteristics
- pure:limit effortlessly finds the right level for a mix

All plugins are available for PC and Mac in VST, AU and AAX formats. The full pure:bundle is now available at an introductory price of € 99,- (reg. € 169,-) until April 14. pure:deess and all individual pure:bundle plug-ins are available individually for € 29,- (reg. € 49,-) each until April 14. Personalized upgrade pricing is available for existing sonible customers.

[www.sonible.com](http://www.sonible.com)