SyncDNA Track Record



Synchronicity Media, the company behind the professional audio collaboration platform SyncDNA, today announced two major updates: the launch of Track Record, a powerful new feature for real-time remote recording, and a new value-driven pricing model designed to meet the needs of today’s professional studios and independent creators.

Track Record allows remote artists to record directly into a host studio’s DAW as though they were in the same room. The system uses SyncDNA’s proprietary synchronisation engine to transmit and capture high-resolution audio with full transport control, ensuring perfect alignment on the host timeline. Producers can send cue mixes to performers via the SyncDNA Transmit plug-in, and receive their live audio back through the Receive plug-in in real time. Performers simply open the SyncDNA app, select their interface, and perform with no session file exchanges, no latency issues, and no complex routing.

Track Record also supports multiple participants, encrypted transmission, up to 96kHz capture, and seamless session recall. It is designed to make remote sessions as efficient and natural as local ones. “Track Record is about removing friction,” said Gary Lux, Co-Founder of Synchronicity Media. “When creativity strikes, no one wants to think about sample rates or file transfers. This lets you focus on performance, not process.”

Alongside Track Record, SyncDNA has introduced new pricing that reflects the current economic realities of professional production. With many studios and freelancers facing challenging trading conditions, the company has focused on

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adding more value rather than stripping features.

- SONIC Plan – from $15 per month: audio remote collaboration and recording
- Individual Plan – from $99 per month: professional film/TV post-production workflows including review sessions and remote ADR
- Facility Plan – from $199 per month: tailored for large studios, offering more concurrent meetings and more data

“Many in the industry are feeling the squeeze,” said Lux. “Rather than cutting corners, we’ve chosen to increase value at every level, giving professionals the power, quality and stability they need at a price that makes sense.” Existing users can access Track Record immediately via the latest software update.

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