

UA Native EMT 140 Plate & EMT 250



Universal Audio Inc. (UA), a company with expertise in audio production tools, announces the native release of UAD EMT 140 Classic Plate Reverberator and UAD EMT 250 Classic Electronic Reverb plug-ins, now available for macOS and Windows, no Apollo or UAD hardware required. Officially endorsed by EMT International, the UAD EMT 140 and EMT 250 deliver the authentic plate reverb and vintage digital effects heard on classic recordings by artists including The Beatles, Pink Floyd, Prince, Radiohead, and the Red Hot Chili Peppers. "Some sounds never go out of style," said Bill Putnam Jr., CEO of Universal Audio. "The EMT 140 and EMT 250 have inspired generations of great recordings, and we're excited to bring them to even more creators."

The EMT 140 UAD plug-in delivers the natural warmth and presence that only plate reverb can provide. Capturing three uniquely different EMT units modeled at The Plant Studios in California, it's the exact reverb sound heard on some of the most iconic recordings in history.

Key Benefits:

- **Iconic Studio Reverbs.** Get the essential plate sounds heard on recordings from The Beatles and Pink Floyd to Radiohead and Adele
- **Authentic EMT Tone.** Enjoy warmth and realism far beyond other plug-in emulations
- **A Vocal Masterpiece.** Make any lead track instantly stand out above a dense mix
- **Essential Controls.** Dial in classic sounds with damping and filter controls, and access plug-in-only settings like Balance, Width, and Modulation

UA releases Native EMT 140 Plate and EMT 250 Reverb Plug-ins

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Regarded as one of the best reverbs ever made, the 250 is beloved for its incredible sound and versatility. An exact emulation, with an algorithm sourced directly from a “golden unit” at Ocean Way Recording in California, the EMT 250 UAD plug-in puts the world’s first digital reverb and modulation unit at your command.

Key Benefits:

- A “Real Deal” 250 Reverb. Track and mix with the only emulation fully endorsed by EMT International
- Classic Digital Sound. Enjoy the same tones used on records by Pink Floyd, Prince, Elvis Costello, and many more
- Six Modulation Effects. Dial in vibey ’70s delay, phasing, chorus, and echo
- The Identical Algorithm. Access the exact tone of an original EMT unit from the famed Ocean Way Recording

The UAD EMT 140 Classic Plate Reverberator and UAD EMT 250 Classic Electronic Reverb are available individually at an introductory price of \$79 USD each (regularly \$149 USD each), and are included with the UAD Spark plug-in subscription.

Musicians looking to expand their UAD plug-in collection can take advantage of UAD Mix Tape Pro, which bundles the EMT 140 and EMT 250 alongside eight additional titles for \$119 USD during the month of August. Current owners of the Apollo DSP versions of either plug-in are eligible for special upgrade pricing. Visit uaudio.com for details.

www.uaudio.com