

Waves Audio Atlas Reverb



Waves Audio, a developer of professional audio signal processing technologies and plugins, announces the release of Atlas Reverb, a new flagship algorithmic reverb plugin tuned by ear to create depth, movement and musical space inside real mixes. Reverb can do more than capture a room. It can change where a song feels like it lives. It can pull a vocal into its own world, give drums depth, place instruments in a shared space, or make an entire mix feel finished. Atlas was built around that musical role: not simply to sound impressive in solo, but to become part of the record.

Developed around an all-new algorithmic engine, Atlas draws on the spirit of the classic DSP reverb units that shaped countless records: devices whose magic came not from perfect realism, but from human tuning, musical intention and the way they responded to a performance. Atlas offers a curated collection of distinct reverb programs, each designed from scratch and tuned by ear for tone, density, reflection behavior, modulation, depth and feel.

“When I found out that the Waves team were tuning this by ear, I was very intrigued, because that’s very much how the great reverbs came to be,” says acclaimed mix engineer Chuck Zwicky (Prince), who has served as consultant and program-designer in the creation of Atlas. “You can trust the fact that each space on Atlas has been created by someone who really knows what they’re doing. You might put it across something and then realize a whole new way of looking at a song.”

Rather than recreating a static space with impulse responses, Atlas generates reflections in real time, allowing its reverbs to move, react and evolve with the source. “Convolution reverb can capture a moment in a room,” says Shai Mantzur, Atlas Product Manager at Waves, “But with Atlas, we weren’t just chasing the sound of a room. We wanted its behavior - reflections that move and modulate as the music moves.”

On a practical level, Atlas is built to support the way producers and mixers choose

reverb: by feel. Its streamlined program browser makes it easy to audition dramatically different spaces without leaving the song, while its focused set of controls allows users to blend each reverb naturally into the mix. The simplicity is intentional. Beneath the interface lies a deep algorithmic architecture of hidden parameters, allowing producers to make musical decisions instead of engineering the reverb, and helping them move quickly from “the vocal needs a space” to “the record feels right.”

“We wanted every program in Atlas to feel like a different musical decision, not just a variation on the same reverb,” Mantzur says. “The process was mainly listening – thousands of hours across songs, rooms and classic hardware devices – then refining until the reverb felt like it was part of the music. The goal is not for the listener to say, ‘The reverb is beautiful.’ The goal is for them to say, ‘I love that song.’”

Atlas Reverb includes a broad collection of original programs for all types of vocal & instrument applications, offering both realistic-sounding spaces including Halls, Rooms, Chambers, Plates and Springs, as well as imagined spaces including Signature Halls and Dreamscapes. Atlas also includes Waves’ take on the legendary DSP reverb sounds behind countless hit records.

Atlas’ low-latency architecture and efficient CPU performance make it equally at home in demanding studio sessions and live mixing applications. Early reactions from leading producers and mixers have already positioned Atlas among the industry’s most impressive reverbs: “It didn’t sound like a plugin to me. I put it on the lead vocal, and it sounded like I was pumping it into the Ryman Auditorium” says Greg Wells, multi-Grammy-winning producer and mixer whose credits include Adele, Ariana Grande, John Legend and the Wicked soundtracks.

FOH Engineer Sean “Sully” Sullivan (Beck, Bruno Mars) comments, “Mixing in front of 60+ thousand people every night, I need tools that do what I need without a lot of fuss, and Atlas does that easily. It’s CPU friendly; you can have several of them and not notice. It sounds great, and the preset list has some really amazing starting points.” Reflecting on this release, Waves Audio CTO Meir Shashoua says, “Having done many reverbs, this one stands out as a milestone, mainly due to (Product Manager) Shai’s work. He brought a creative layer beyond the purist math, making this reverb simply majestic.”

Atlas Reverb is available as a standalone plugin. It is also included in the Waves Ultimate plugin subscription, and in the Mercury, Pro Show and SD7 Pro Show bundles.

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