Low End Candy Preverb

Ableton racks, lessons, plug-ins, and sample packs creator Low End Candy is proud to announce availability of Preverb - produced as the first plug-in to realise reverse reverb in real time by putting a reverb swell before a sound instead of after it, turning any audio into an instant riser, transition, or vocal lead-in directly within a DAW (Digital Audio Workstation) without the need for ‘faking’ this enduring, engaging effect by hand - as of July 17…

Reverse reverb - a reverb that swells in towards the sound instead of trailing after it - is an engaging effect that has stood the test of time. That said, producers have traditionally been forced to ‘fake’ it by hand for many years, printing a reverb tail, reversing the audio, and nudging it back into place before every drop. It is a staple of professional vocal and electronic music production, but the process is slow, destructive, and almost impossible to tweak once it has been bounced. But necessity is, indeed, the mother of invention, as attested by Low End Candy Founder Beau McLeod (a.k.a. Bohemyth): “I’ve reversed reverb tails by hand on hundreds of records - bouncing, flipping, and lining them back up before the drop. It works, but it kills your flow. I built Preverb so that whole ritual disappears.”

Available as an AU and VST3 plug-in for all major DAWs on macOS and Windows,

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Preverb works on bass, drums, effects, risers, synths, transitions, and vocals - even full mixes. But because it reacts ahead of the transient, everything it creates stays in key and in time with the track as the user’s own audio - not a third-party sample. Simply arm CAPTURE, play the sound, and drag the rendered pre-verb straight into a DAW session as a WAV file.

Factory presets putting the available Hall, Room, Plate, Cathedral, Ambience, and Spring REVERB CHARACTER to good use are available to help users quickly get going with Preverb, though they can, of course, create and save their own, making use of the one-click init and A/B COMPARE functionality. Further features include PITCH and FORMANT controls to shift the reverb’s pitch and formant independently - or link them for natural, chipmunk-free transposition - with dedicated control over LENGTH, MIX, SHAPE, TONE, and GAP additionally combining to ensure that the swell crests exactly as the sound hits. Helpfully replacing the time-consuming reverse reverb ritual hitherto endured for so long with one move that foreshadows the moment before it arrives, Preverb is effectively a swell that warns the listener that something big is about to land - and when the transient hits, it lands twice as hard.

Preverb is available to buy as a 64-bit AU or VST3 plug-in for macOS (10.13 or later) and Windows (10 or later) for $49.00 USD - one-time purchase, lifetime license, and instant download - directly from Low End Candy.

www.lowendcandy.com

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