

PRESS RELEASE

PreSonus VSL Gets Smarter with Leading Sound-System Analysis Tools

Baton Rouge, Louisiana, January 19, 2012 – PreSonus has begun incorporating Rational Acoustics’ highly regarded Smart Measurement Technology™ for sound-system analysis and optimization directly into Virtual StudioLive™ (VSL) remote-control/editor/librarian software. The first modules from Smart Measurement Technology to be implemented will be Smart Spectra™ and Smart Locator™, which will be part of PreSonus Universal Control 1.6, expected to be available later this spring. Smart is not a single technology but an evolved collection of audio measurement tools and techniques. If you’re a live-sound engineer or sound contractor, you’re already properly awed by Smart’s reputation as the gold standard of room/sound-system analysis.

In the initial phase of PreSonus’ Smart implementation, you’ll be able to really put a StudioLive mixer’s EQs to work improving the sound of your P.A. With Smart-enhanced VSL, you can see the spectral content of your mix in real time—then do something about it. When you click on the Graphic Equalizer button in Universal Control 1.6, Smart Spectra’s Real Time Analyzer and Spectrograph algorithms go to work, showing you the spectral content of whatever is routed through a particular graphic EQ. You can activate a Real Time Analyzer that is much like the Studio One 2 plug-in. But the real magic is in the Smart Spectra Spectrograph display itself, which can help you precisely identify nasty feedback frequencies and get your loudspeakers to play nicer with the room—without requiring a degree in acoustical engineering.

Smart Spectra graphs a continuous series of spectrum measurements with frequency on one axis, time on another, and level indicated by colors. When a frequency band in the spectrum is above the lower threshold, it shows up on the plot, starting with a dark blue color at lower levels, and transitioning through green, yellow, orange, and red with higher levels — eventually showing up as white if the level reaches or exceeds the upper threshold. This is particularly useful for quickly identifying feedback frequencies—a constant feedback tone stands out vividly as a vertical line—so that you can quash them with StudioLive GEQs. This is just the start of a beautiful relationship — PreSonus products are about to get a lot Smarter! “This is the real thing, trusted by acousticians and live-sound engineers the world over,” says PreSonus Chief Technology Officer Bob Tudor. “We’re thrilled to be incorporating Smart Spectra and Smart Locator into Virtual StudioLive.”

About PreSonus Audio Electronics, Inc. - Founded in 1995, PreSonus Audio Electronics, Inc., is a leading designer and manufacturer of audio-recording software, hardware, and related accessories. PreSonus’s software, microphone preamps, signal processors, digital audio interfaces, mixers, control surfaces, and other products are used worldwide for recording, sound reinforcement, broadcast, sound design, and Internet audio.

About Mainline Marketing - Founded in 1987 and based in Melbourne Florida, Mainline Marketing is an award-winning independent manufacturers’ representation firm that manages sales, marketing and distribution for companies that produce professional audio and video equipment. Our main customer base consists of consultants, commercial audio visual integrators, broadcast and professional audio suppliers, music industry retailers and production / rental companies.

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