

Press release – for immediate release

Fiedler Audio - AD 480

First professional reverb effect for iDevices, unique parameter set and vast sonic spectrum

Munich, July 17th, 2013 – Fiedler Audio today launched the AD 480, a professional reverb effect for iDevices. Its algorithm is inspired by legendary studio reverb units. The AD 480 is capable of simulating a great variety of acoustic spaces and its parameters let you shape the sound in many different ways. The Parameter “size” lets you practically choose an “algorithm” - a set of reflections – from a continuous range of values corresponding to a certain room size and thereby giving you a lot more freedom than other reverbs with fixed “algorithms” (room sizes). Powerful filters shape the sonic color of the reverb tail and the “cross feed” function enables you to control the directional behavior of the reverb tail according to the panorama angle of the input signal.

The user interface is designed for today’s touchscreens and gives you quick access to all parameters. The extremely responsive faders and buttons are all multitouch enabled and their sizes correspond to the dimensions of real human hands.

The AD 480 product family consists of three different versions, AD 480 free, AD 480 basic and AD 480 pro. All three provide full Audiobus support for all available slots. The AD 480 free lets you experience the unique sound of the reverb engine with four excellent presets. Next, the AD 480 basic permits you to change all parameters to explore its vast sonic abilities.

Finally, the AD 480 pro as the flagship of the three comes with 108 presets covering a broad spectrum of reverb types. It has a professional preset management for MIDI routing, audio routing and reverb parameters. The input and output routing matrix enables you to route your audio signal individually to and from up to 24 inputs and 24 outputs of your external USB or MFi audio interface. So far this is unique to an effect app. For low light environments the AD 480 pro offers a special graphics mode (iPad only). Via MIDI you can fully remote control / automate all the parameters of the AD 480 pro. With sample rates from 44.1 kHz up to 96 kHz and latencies down to 64 samples, the AD 480 pro is designed for professional use.

On January 2nd 2014 the AD 480 has been updated to version 1.21 adding a whole new feature set. First and unique among mobile apps is the Dynamic Upgrade feature allowing to run up to three separate AD 480 pro instances simultaneously. Other new key features are the support of Apple’s new Interapp Audio, recording and playback inside the AD 480 and import, export and offline processing of audio files. Preset files can now be shared among different instances and users by accessing them via iTunes Library Access.

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Pricing

AD 480 free: free

AD 480 basic: USD\$ 3.99

AD 480 pro: USD\$ 14.99

Further product information

Additional information on the AD 480 is available at

fiedler-audio.com/products/ad-480

International Press Contact

Thomas Fiedler

E-Mail: press@fiedler-audio.com

Phone: +49 (0)89 2155 6208

About Fiedler Audio

Fiedler Audio stands for highest quality in sound and design. Founded in 2013 Fiedler Audio is dedicated to the creation of professional music and audio software for mobile devices. The company's mission is to provide extraordinary mobile production tools for musicians, DJ's, audio engineers and producers. Be it in the studio, on an event or gig, at home on the sofa or in the park – our software for mobile devices opens up new creative horizons.