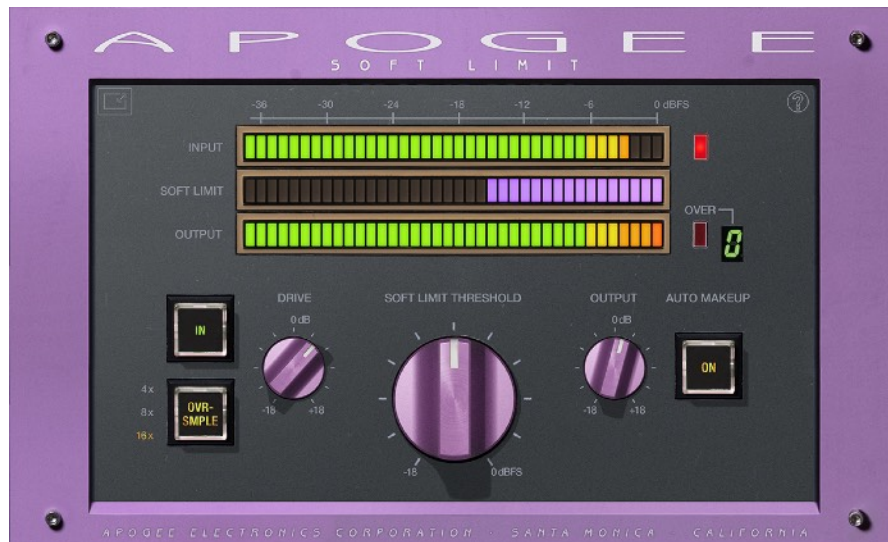


## PRESS RELEASE

### Apogee Announces Free Soft Limit Plugin



Apogee is very proud to announce a brand new plugin to add to the Apogee FX software line: Soft Limit

Soft Limit has been an integral feature of Apogee converters since the AD-500, our first standalone A-D converter released in 1991. And now, for the very first time, this simple but highly effective analog tape emulation is available as a audio plugin for free!

Download the plugin for free here: <https://bit.ly/3nCeZl1>

#### Content of this Press Release:

- Apogee Soft Limit Product Story
- Adjustable Soft Limit Threshold
- Auto Makeup
- Drive
- Output
- Oversampling
- Input, Output and Soft Limit Meter
- System Requirements

**Berlin, 4th of July 2022** - Apogee introduces the Soft Limit plugin - a faithful plugin emulation of Apogee's Soft Limit™ which allows you now to easily add the warmth and character of analog tape to your tracks.

During development of the AD-500, we recognized that, while the new digital audio technology offered superior performance and lower distortion, the technical deficiencies of analog tape created a pleasing sound that engineers didn't want to give up. And so Soft Limit was created, an analog circuit placed before the A-D conversion stage to gracefully round transients and add harmonic warmth.

Soft Limit has been a feature on pretty much every Apogee A-D converter since, from the AD-8000 to Symphony I/O to the latest Duet 3.

#### Adjustable Soft Limit Threshold

The original Soft Limit circuit had a fixed Threshold, limiting the ways it was employed. The Soft Limit plugin allows you to adjust the Threshold down to -18 dBfs, so you can dial in the entire range of Soft Limit

#### Auto Makeup

With Auto Makeup on, level is added as you lower the Soft Limit Threshold, perfectly managing gain so you can concentrate on achieving the sound you're after.

#### Overview

##### Facts

- Apogee announces Soft Limit plugin as free download
- Plugin emulation of Apogee's Soft Limit™
- Emulation of analog tape saturation
- For AAX Native, AU, VST or VST 3 compatible host Applications

#### Product name

Soft Limit

#### Brand

Apogee

#### Exclusive distribution

Sound Service GmbH

#### Website

[www.sound-service.eu](http://www.sound-service.eu)  
[www.apogeedigital.com](http://www.apogeedigital.com)

#### Price (MSRP)

Free download

#### Availability

Immediately

#### Media

**Press download incl. images**

<https://blog.sound-service.eu/press-kits/>

#### Products for review

Please use press contact below!

#### Press contact details

**Sound Service GmbH**

Martin Pohl

Phone: +49 (0) 30 707

130-145

E-mail:

[m.pohl@sound-service.eu](mailto:m.pohl@sound-service.eu)

#### Company contact details

**Sound Service GmbH**

**Moriz-Seeler Str. 3**

12489 Berlin

+49 (0) 30 707 130-0

**E-mail:**

[info@sound-service.eu](mailto:info@sound-service.eu)

**Web:**

[www.sound-service.eu](http://www.sound-service.eu)

## PRESS RELEASE

### Drive

To access the crunchier side of Soft Limit, the Drive knob offers  $\pm 18$  dB of level trim before Soft Limit.

### Output

Once you've set everything else to perfection, the Output knob offers  $\pm 18$  dB of level trim to optimize the plugin output for the next stage in your DAW.

### Oversampling

The plugin offers oversampling rates up to 16x, so you never encounter the strident effects of aliasing. Even at the highest oversampling rate, Soft Limit is highly efficient with CPU power and super low latency.

### Input, Output and Soft Limit Meter

Soft Limit's precise Input, Soft Limit and Output meters shows you exactly how Soft Limit is shaping your sound, from subtle to super-charged.

### System Requirements

#### macOS

- Validated on macOS 10.14.6 and above
- Operational on macOS 10.12.6 and above

#### Windows

- Validated on Windows 10 20H2 and above
- Operational on any Windows 10 version

AAX Native, AU, VST or VST 3 Compatible Host Application

(346 words / 1711 characters)

### About Apogee Electronics

Since 1985, Apogee has produced innovative, award-winning technology that powers many of the world's most respected studios. Products like Symphony I/O, 2020 TEC Award Nominee Symphony Desktop, Duet, JAM+, MiC+ and HypeMiC have been instrumental in capturing countless GRAMMY® and OSCAR® winning performances by today's biggest artists. No one cares more about sound than we do.

### About the Company Sound Service GmbH

Founded in 1983, the Berlin based Sound Service GmbH has been growing steadily from a one-product-distributor (MFB Fricke; the world's first digital drum machine) to one of the major independent german distribution companies for musical instruments recording studio equipment and PA, Lightning and DJ products. Today Sound Service is one of the leading distribution companies in Europe with exclusive distribution rights for a lot of the A-List MI-brands covering most of the countries in Europe.