



PRESS RELEASE

Cloud Microphones unveils the Cloudlifter X



Overview

Facts

- Cloud Microphones unveils the Cloudlifter X
- Cloudlifter X is the latest addition to Cloudlifter family
- +12dB or +36dB gain (switchable)
- MORE/MAX switch
- Custom made Cinemag nickel core transformer
- Adds character and mojo to any input signal

Product name
Cloudlifter X

Brand
Cloud Microphones

Distribution
Sound Service GmbH
UK: Sound Service MSL
Distribution Ltd

Website
www.sound-service.eu
www.cloudmicrophones.com

Price (estimated MSRP)
355,81 Euro incl. 19%VAT

Availability
March 2023

Media
Press download incl. images
<https://blog.sound-service.eu/press-kits/>

Products for review
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Cloud Microphones, maker of the original, award-winning Cloudlifter, has unveiled their latest addition to the Cloudlifter family. The brand new Cloudlifter X offers a custom-designed Cinemag transformer along with two selectable output levels that expand the range of output gain offered by the industry standard CL1.

Featuring Cloud's signature ultra-clean gain, the nickel-core Cinemag transformer delivers an incredible amount of bandwidth at normal input levels, and can also provide a variable amount of harmonic content and saturation as the input signal is increased, adding extremely musical flavors to the CLX's output, which can change dynamically based on the input level of the source material.

"Our customers love the CL-1 for its ultra-clean, transparent gain," says CEO Rodger Cloud. "With the addition of a custom transformer, the CL-X will respond to different sources and input level and return that ultra-clean gain with varying levels character and mojo. We like to say 'the more signal you give it, the more love it will give back'."

Inspired by the two-position MORE/MAX switch found on the Cloudlifter Z, the default setting (up to 12dB) on the CLX is ideal for use with hotter signals like an SM57 on a snare, whereas the "Max" setting (up to 36dB) is perfectly suited for quieter source material such as a soft instrument or ASMR applications.

"The CLX is the perfect companion piece for CL1 owners," says Cloud. "The additional gain settings – neither of which can be found on the CL1 – combined with the sonic flavor of the transformer opens up a whole new world of Cloudlifting possibilities."

The Cloudlifter X will be in stores in March 2023.

(270 words / 1402 characters)

About the Company Sound Service European Music Distribution

Founded in 1983, the Berlin based Sound Service European Music Distribution has been growing steadily from a one-product-distributor (MFB Fricke; the world's first digital drummachine) 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.

About Cloud Microphones

Based in Tucson, AZ, Cloud Microphones designs and manufactures beautiful handcrafted ribbon mics and the revolutionary Cloudlifter using parts sourced exclusively in the USA. Cloud is also the recipient of the Presidential "E" and "E Star" Awards in recognition of outstanding contribution to the expansion of US made exports.