

## PRESS RELEASE

### Zoom unveils the new G11 Multi-Effects Processor for Guitarists



Zoom today unveils the new G11 multi-effects processor for guitarists. For more than 30 years, Zoom has been developing multi-effects for guitarists. The G11 is the perfect combination of engineering and passion. The new "ZOOM Original" amp models offer a completely new range of tonal possibilities and the G11 also has a real amp panel to match. In addition, the G11 has 22 loudspeaker emulations and 70 impulse responses, which were recorded with different microphones in different positions. There are also 130 memory locations for uploading your own IR's.

The G11 also features newly developed distortion and modulation effects that open up endless new sound possibilities. Thanks to a new processor, up to 9 effects + 1 amp emulation can be used simultaneously. The 5-inch color touch screen allows you to easily drag, drop and swipe to create new sounds.

And with 2 effect loops as well as MIDI In/Out and USB audio interface functionality, the G11 can be perfectly integrated into any setup. The Zoom G11 will be available from May 2020.

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#### Overview

##### Facts

- Zoom unveils the new G11 Multi-Effects Processor for Guitarists
- New "Zoom Original" Amp models
- 22 cabinet emulations and 70 impulse response data
- 130 Slots for User IR
- New Distortion and Modulation Effects
- 9 effects + 1 amp model simultaneously
- 5" touch screen
- 2 send/return effects loop plus MIDI in/out
- USB-Audio Interface

#### Product name

G11 Multi-Effects Processor

#### Brand

Zoom

#### Exclusive distribution

Sound Service GmbH

#### Website

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

#### Price (MSRP)

950,81,- Euro incl. 19% VAT

#### Availability

May 2020

#### Media

##### Press download incl. images

<http://www.sound-service.eu/press-area/press-kits>

#### Products for review

Please use press contact below!

#### Press contact details

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**Berlin, 27th of April 2020** – The G11 is Zoom's most advanced multi-effects processor to date, offering endless sound combinations. With stereo outputs, it integrates perfectly into any studio and offers an incredible range of creative sound possibilities.

#### **Let Your Creativity Soar**

Our best engineers took the tonal qualities of the greatest amps in history, combined them, and crafted all new amp models designed to give you new palettes of tone, to take your creativity to a whole new level.

#### **Effects You Love and More**

In addition to the classic effects you love, the G11 offers brand new Distortion and Modulation effects, unlocking endless new tone possibilities.

#### **More Cabinet Sounds Than Ever**

G11 provides 22 cabinet emulations of all modeling amps plus 70 pre-loaded full impulse response (IR) data, that were captured with different microphones in various positions, providing you a wide spectrum of cabinet sounds to choose from. Additionally, you can import up to 130 of your own IR's.

#### **Touch and Go**

Your sounds may be complex but building them shouldn't be. With easy-to-use, application driven technology, the G11's 5-inch color touchscreen lets you drag, drop and swipe your way to new sounds.

#### **It Feels Like Home**

While the G11 is our most advanced pedal ever, it's super familiar. From the stompbox control to the amp panel, you'll feel like you've been here before.

#### **Customize Your Workflow**

##### **Play by Patch**

Ideal for live performance, Play by Patch lets you scroll through all of your patches.

##### **Play by Effect**

Great for studio work, Play by Effect provides a complete visual representation of your custom pedal chain.

##### **Play by Bank**

Organize your patches in song lists with Play by Bank for quick access to every sound for every song.

##### **Loop & Groove**

With a 5-minute looper add layers to solo performances. Choose your groove from 68 built-in rhythm patterns in various genres and time signatures.

#### **Return to Sender**

Add external mono and stereo effects, build parallel audio chains, and synchronize/trigger other devices via MIDI.

#### **Audio Interface**

The G11 is a full-on audio interface for Mac and PC. Record directly to your favorite DAW via USB. Cubase LE is bundled in the box.

#### **Guitar Lab 6.0**

Wirelessly connect the G11 directly to the Zoom Guitar Lab app via Bluetooth. With the optional BTA-1 adaptor, you can browse and upload/download an endless assortment of amps, effects and artists patches as provided on Guitar Lab software.

\*Guitar Lab 6.0 available summer 2020.

### **Zoom Originals**

#### **Krampus**

Combines the brightness of an 80's British amp, with the solid low range of a modern high gain amp.

#### **Redloom**

Merges the simple tone of early guitar amps with the rich overtones of a 60's tube amp, perfect for rhythm guitar.

#### **Velvet**

Provides a smooth character that balances the dynamic response between the wound and plain strings, enabling you to play both lead and rhythm without switching amp channels.

#### **Muddy**

Delivers a vintage amp sound perfect for gritty Blues.

#### **7 Heaven**

Combines a very tight low end with expanded dynamic response, perfect for 7 and 8 string guitars.

#### **Pollex**

With extreme drop-tuning, this amp is designed for slap-playing or the heavy-metal sound of Djent.

### **New Distortion Effects**

Razor Drive uses comb filtering to control the sound saturation by boosting the filter and therefore distortion, at each frequency point of resonance. This processing creates a new distortion never before heard.

Wave Shaper applies a new original algorithm to shape the waveform and create a unique sound extremely rich in harmonics.

### **New Modulation Effects**

PolyShift adds subtle sound variances over a two-octave range to deliver a modern pitch shifting effect.

Geminis is a real-time doubling effect that adds thickness and width by triple overdubbing the original dry signal. This reproduces a random organic texture when playing chords and powerful sustain for solos.

SwellVibe, unlike any standard vibrato that starts modulating the signal from the start, applies pitch modulation with a time lag affecting only the sustain of your sound. It inspires unconventional ways for playing ambient pads.

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### **Take a Tour of the G11**

- TOUCHSCREEN INTERFACE:
  - Application driven
- AMPLIFIER PANEL:
  - Tweak amp settings with durable, backlit LED controls knobs
- EFFECTS SECTION:
  - Turn on/off effects and control effects parameters
- FOOTSWITCHES:
  - Scroll and select patch memories & banks and control looper and tuner
- EXPRESSION PEDAL:
  - Adjust volume and other effect parameters
- INPUTS:
  - 1/4 inch guitar input plus 1/8th inch aux input
- EFFECTS LOOPS INS/OUTS:
  - 2 mono or 1 stereo effects send and return for external effects pedals
- OUTPUTS:
  - Stereo 1/4 inch outputs plus 1/4 inch headphone output
- EXTERNAL EXPRESSION PEDAL INPUT:
  - 1/4 inch input for FP-02M expression pedal
- MIDI:
  - MIDI in/out for connection to external MIDI pedals
- BLUETOOTH ADAPTER SLOT:
  - Insert Bluetooth adapter to connect iOS device to utilize Guitar Lab.
- USB-C PORT:
  - Connect to computer for Guitar Lab software and record directly to your DAW

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- USB PORT:
  - Connect a flashdrive to import IR data or update the firmware

### Features

- Integrated pedal board with dedicated amp modeling panel, five stomp switches and expression/volume Control
- Touchscreen interface on color LCD with drag and swipe functions for easy and fast navigation
- Chain up to nine effects plus an amplifier emulation
- Original amp modeling combinations
- Original distortion and modulation effects
- 70 built in IR emulations plus 130 available slots for user uploaded IR's
- Two send/return effects loop plus MIDI in/out
- 5-minute stereo looper
- 68 built-in rhythm patterns
- USB audio interface for direct recording to your DAW
- Remote iOS connection for using Guitar Lab via Bluetooth adapter (BTA-1)
- Compatible with Zoom Guitar Lab to download additional effects

### What's in the Box

- G11 Multi-Effects Guitar Processor
- Zoom AD-19 Power Adaptor
- Quick Start Guide

### 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 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.