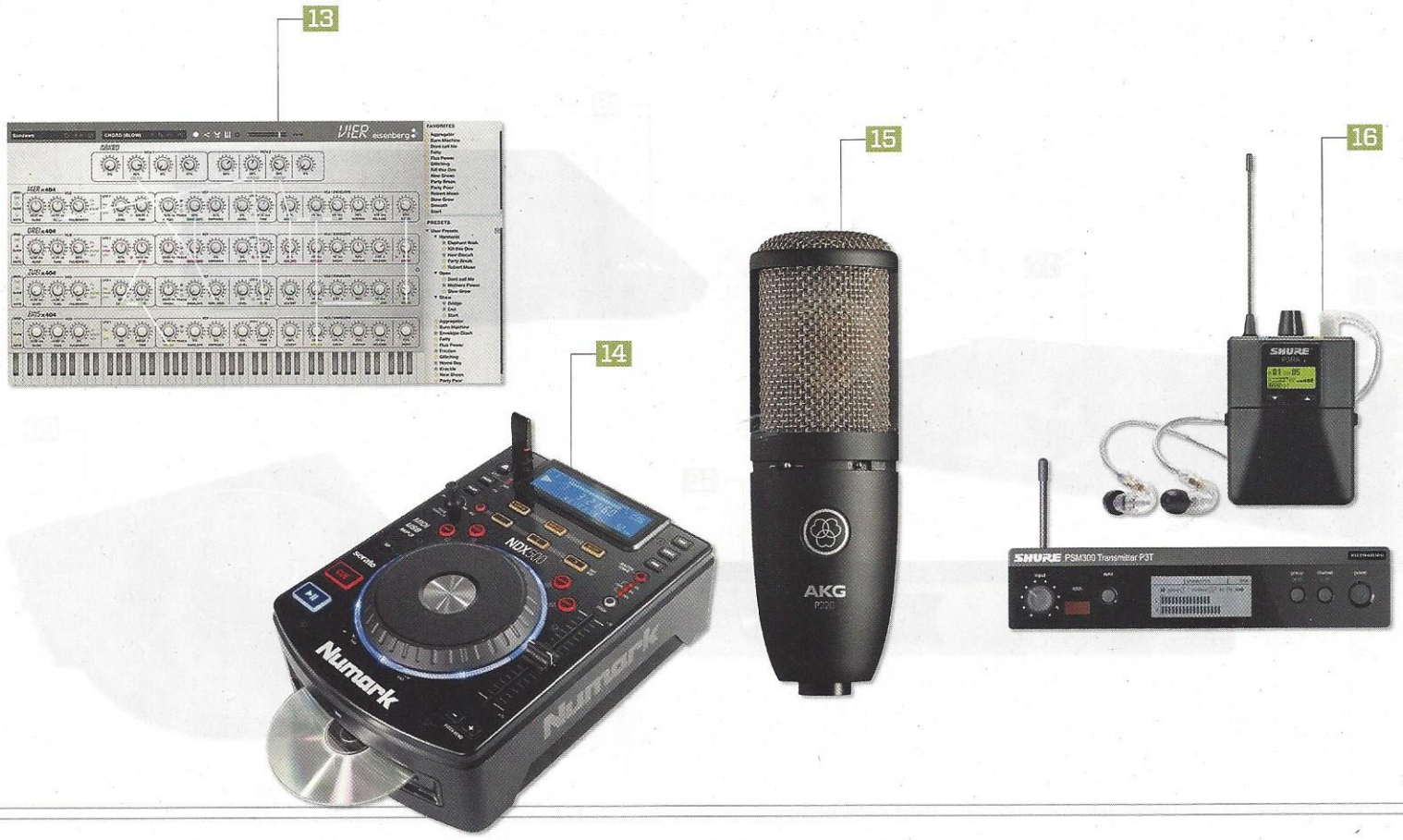

13

EISENBERG

VIER

Software synthesizer (Mac/Win)

$99

HIGHLIGHTS Software emulation of the Doepfer MS-404 analog synth • four rack-modules in one instrument • audio-range modulation using anti-aliasing oscillators • parameter linking • voice management capabilities • AU, VST, RTAS, AAX • free trial version available

TARGET MARKET Musicians, producers, and composers

ANALYSIS With four synth modules on the screen and a host of macro controls, Vier is more than a one-to-one virtual version of Doepfer's mono rack-synth.

eisenberg-audio.de

14

NUMARK

NDX500

DJ media player/controller

$249 street

HIGHLIGHTS Software DJ controller • play music from CD, mp3 CD, and USB flash drive • USB audio interface for music playback from your computer • touch-sensitive scratch and search wheel • auto-bpm and tap-override features • three hot cues • vinyl-style braking • pitch change up to 100% in either direction • anti-shock, buffered skip protection

TARGET MARKET DJs and beat producers

ANALYSIS Grab and play music from common digital sources while using modern scratching features.

numark.com

15

AKG

P220

Condenser microphone

$149 street

HIGHLIGHTS Large-diaphragm, cardioid condenser mic • side address • -20dB pad • lowcut switch: 12 dB/octave at 300 Hz • 20Hz to 20kHz frequency range • includes shockmount and aluminum case • part of AKG's Project Studio mic line that also includes the P120 ($99 street), P170 ($79 street), P420 multipattern large-diaphragm mic ($199 street), and P820 large-diaphragm tube mic ($699 street)

TARGET MARKET Musicians, recording engineers

ANALYSIS A re-fresh of AKG's entry-level studio mics.

akg.com

16

SHURE

PSM 300

Stereo Personal Monitoring System

$699

HIGHLIGHTS 24-bit, digital, stereo system operating on 24MHz frequency bands • wireless coverage to 300' • entry-level P3TR112GR system includes SE112 Sound Isolating earphones and MixMode to create a personalized mix • P3TRA215CL pro system includes SE215 Sound Isolating earphones and P3RA bodypack receiver with adjustable limiter and EQ • supports 15 channels per frequency band

TARGET MARKET Touring musicians, houses of worship

ANALYSIS An affordable wireless system designed to be easy to set up and use.

shure.com