



FOR IMMEDIATE RELEASE

# Sonarworks and SUBPAC Partner to Improve Workflow and Create the Ultimate Solution for Precision Audio Monitoring in any Environment

**Sonarworks and SUBPAC have joined forces to create accurate, immersive studio sound, reimagining how and where music is created**

**SAN FRANCISCO - August 25, 2021** - Sonarworks, the company behind precision audio software used by Grammy-Award-winning engineers recording top artists like Lady Gaga, Madonna, Rihanna, Adele and Kanye West, announces its partnership with SUBPAC, the industry-leading tactile audio company that brings reference-quality low frequency monitoring solutions to audio production. As industry experts, both Sonarworks and SUBPAC have continually pushed the boundaries in music production individually by creating the ultimate and most advanced studio-grade solutions for music creators.

Repeated requests from the companies' shared user base and broader industry demand, have brought Sonarworks and SUBPAC together with one common goal - to help creators produce studio-accurate compositions that sound and feel amazing.

"We're excited that the upcoming SUBPAC C1 will natively support SoundID Reference when it's released later this year," said Martins Popelis, Co-Founder of Sonarworks. "SUBPAC users will be able to export their Sonarworks' SoundID Reference room and headphone calibration filters to the C1 hardware and calibrate any audio source passing through SUBPAC, creating synergy to in-studio or on the go creators."

With this partnership, Sonarworks and SUBPAC are committed to redefining where and how music is made by the creator community. Its upgraded recording solution will reinforce the confidence music creators have when creating their music and delivering the exact sound they want across all mediums.

"We're thrilled to be collaborating with Sonarworks to create the industry's most powerful and accurate studio monitoring solution to date," said Sean Leonard, Executive Vice President of SUBPAC. "The SUBPAC has become a critical part of how contemporary music is created by allowing users to precisely feel the bass frequencies in their tracks, giving them full confidence in how they will translate across all systems, from headphones, to car systems, to large scale festival rigs. Our upcoming new control interface, the SUBPAC C1, will leverage the industry-leading SHARC® floating-point DSP processor which is perfect for handling the complex processing required by Sonarworks SoundID Reference room and headphone calibration filters."

Cont...



Creators can look forward to using both audio solutions later this year. For more information on SoundID Reference, visit <https://www.sonarworks.com/soundid-reference>. For more information on SUBPAC, visit <https://subpac.com>

#### **ABOUT Sonarworks**

Sonarworks is an award-winning audio technology innovator delivering individually perfected sound experiences to every music creator and lover. Sonarworks started off in the professional audio space in 2012. Its patented technologies are now used in more than 70 000 studios globally, including many Grammy-Award-winning engineers recording A-list stars (like Lady Gaga, Madonna, Rihanna, Adele, Coldplay, and more). After conducting the biggest consumer sound preference research ever, Sonarworks now is on a mission to put personal sound experience front row and center for every music listener world-wide. With its industry-leading SoundID audio personalization technology Sonarworks offers category excellence for data-driven machine learning technology integration into consumer electronics devices and music database platforms.

#### **ABOUT SUBPAC**

Since 2013, SUBPAC has been the global leader in high-fidelity tactile audio technology for creators, performers and audio enthusiasts across music, gaming, VR and film. It's solutions are used in recording studios, on stage, in movie theaters, in automobiles, and on the go to transform traditional audio content into highly immersive multi-sensory physical experiences. Beyond haptics, SUBPAC's proprietary customizable hardware and software platform enables creators to unlock the power of bass frequencies and optimize their content for a deeper audience connection. With offices in Los Angeles, San Francisco, Montreal and London, SUBPAC is powered by a team of key investors including Timbaland, Kyrie Irving, Carmelo Anthony and other notable venture and strategic investors. [www.subpac.com](http://www.subpac.com).

#### **CONTACTS**

Brand Contact:

Katrina Allikas

Sonarworks

E: [pr@sonarworks.com](mailto:pr@sonarworks.com)

Diane Fahey

SUBPAC

E: [pr@subpac.com](mailto:pr@subpac.com)

Press Contact:

Max Borges Agency

E: [sonarworks@maxborgesagency.com](mailto:sonarworks@maxborgesagency.com)