

Press release 2017-01-27

Sällberg Technologies develops a new family of digitally controlled analog music instruments and utilities

Vöcklabruck, Austria - 2017-01-27 - Sällberg Technologies has been granted the **aws Impulse XS Funding** to develop the first of a new family of digitally controlled analog music instruments and utilities.

The project is a joint venture together with **Tonkraftwerk**, Vöcklabruck - Austria, a leading music studio and Avid Professional Learning Partner.

Today's **sound providers** (e.g., Music Studios, Sound Studios and Artists) are competing on a highly diverse market. Leading sound providers are branded by having their own unique sound. The strive towards being unique in this field is increasing and pushes the competitive barriers further.

The trend the last couple of decades have been towards using purely digital music instruments in the sound production. The main advantage of digital instruments is the ease to repeat and reproduce key stages of the sound production. The reproducibility does save valuable time and cost during a production! One of the potential drawbacks of digital instruments is that they provide a very clean sound. Using temperature to describe a sound - digitally processed sounds tend to be perceived as cold and flat.

As opposed to digital instruments, analog instruments usually require a calibration to get back to the "previous settings". The lack of reproducibility thus reduces the production efficiency. The charm of analog instruments is their inherent imprecisions. These imprecisions alter the sound - usually in a non-linear fashion - the end effect are sounds that feel warm and punchy. An emerging trend is when sound providers use analog instruments to create their own competitive and unique.

This project combines the advantages of digital and analog instruments by equipping analog instruments having warm and punchy sound with digital control. Our new family of analog music instruments and utilities will be controlled by a computer, pad or phone using digital means of communication (e.g., USB, Bluetooth LE, MIDI...). Our high-quality instruments will provide the desirable and unique analog sound many sound providers need but with the additional advantage of being 100% under digital control to make sound production predictable and reproducible.

Stay tuned for further updates in the project!!!

About Sällberg Technologies

Founded in 2012, Sällberg Technologies strives to be the **leading knowledge- and solution provider in the field of applied signal processing**.

Our mission is: **better signals for humans**.

- **Research:** Ground research and customer-specific research that solve your problems
- **Knowledge Transfer:** courses, seminars and training that increase your competitiveness
- **Development:** Software and hardware for mixed signal embedded systems that make your visions real

This project is funded by the **aws impulse XS** of the Austrian BMWFW and managed by aws.



Sällberg Technologies
Friedrich Schiller-Str. 11
A4840 Vöcklabruck
Austria-Europe

W: <http://www.sallberg.at/?lId=en>
E: office@sallberg.at
T: +43(0)660 / 48 49 960
F: <https://www.facebook.com/sallbergtechnologies/>