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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Waves Audio Now Shipping the Magma Springs Reverb Plugin**

*Knoxville, TN, July 31, 2023* — [Waves Audio](http://www.waves.com/), the world’s leading developer of professional audio signal processing technologies and plugins, is expanding its custom-shop Magma series, with the release of the Waves [Magma Springs](http://www.waves.com/plugins/magma-springs) plugin, the third plugin released in the series.

Some reverbs melt into the mix. Others boast a distinctive character. Spring reverb does *both.* Its distinct sound commands attention, and these types of reverbs have been cherished by a loyal following ever since the inception of spring reverb in the 1930s. The Waves Magma Springs plugin is a collection of seven of the most popular types of spring reverb, capturing the nostalgic spirit of unique musical eras and styles:

**50’s**

50’s takes us back to the birth of rock & roll, tapping into the melancholic sound of old Memphis Blues records.

**Twang**

Twang delivers that unmistakable Tele-into-Vox sound. This spring reverb style is also magical for electronic music, especially on analog synths and looping arpeggios.

**Motor City**

This spring type has serious size and weight and epitomizes that “old-school” soul and R&B sound. (When Motor City is applied to drums, you will experience HUGE results.)

**Classic**

Classic gives you that big, warm and versatile spring reverb sound that can make almost any element sit beautifully in the mix. At times, it can sound like a smooth plate reverb.

**California**

California is about maximum vibe, letting you capture the sunny sounds of classic recordings from the 1960s and 70s. Its brighter tone makes vocals float gorgeously above the mix. By experimenting with the tone controls, you can achieve more ominous performances.

**Heavy**

If you were to strum a Les Paul into a blown-out Fender cabinet in a large hangar, that would approximate the sound of Heavy. This spring delivers a wonderfully thick cloud above any element.

**Dark Space**

Based on a well-loved hardware unit, this spring reverb type is the essential sound of Dub, and it will send any production element into new sonic realms.

**Waves Magma Springs plugin features:**

* The timeless sound of spring reverb which stylized multiple genres & eras
* Seven spring reverb units modeled
* Tactile analog workflow for seamless results
* Perfect to achieve classic Indie, Surf, Motown, Dub, Rock & Roll, Country and *many* more sounds
* Driven by the analog Magma tube sound
* Pre-Delay & Feedback controls for wild creative FX options

Try Magma Springs’ classic reverbs on any part, any genre, and imbue your tracks with the distinctive sound of a cult legend. Its recognizable metallic twang is a timeless sonic quality and can often play a part as an inspiration to create a song or instrumental.

Magma Springs is available as a single plugin, or in the [Mercury](https://www.waves.com/bundles/mercury), [Pro Show](https://www.waves.com/bundles/pro-show), and [SD7 Pro Show](https://www.waves.com/bundles/sd7-pro-show) bundles.

It has also been added to the [Waves Ultimate plugin subscription](https://www.waves.com/subscriptions/ultimate), which includes all 230+ Waves plugins as monthly or annual subscriptions.

To learn more about Magma Springs, click [here](http://www.waves.com/plugins/magma-springs).

Videos:

# NEW! Magma SPRINGS Reverb: 7 Types, Endless Style: <https://youtu.be/63hS795Kz4M>

# 7 Types of Spring Reverb: Listen to Magma SPRINGS in Action: <https://youtu.be/2Gt8Ipam_A0>

# Give Your Music STYLE. Magma SPRINGS Reverb: <https://www.waves.com/plugins/magma-springs#video-give-your-music-style-magma-springs>

# Make Your Mixes Sound Cinematic. Magma SPRINGS Reverb: <https://youtu.be/Laxwaq-dlNI>

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Photo file 1: magma-springs.JPG

Photo caption 1: Waves Magma Springs user interface

About Waves Audio Ltd.:

Waves is the world’s leading developer of audio DSP solutions for music production, recording, mixing, mastering, sound design, post-production, live sound, broadcast, commercial and consumer electronics audio markets. Since its start in the early '90s, Waves has developed a comprehensive line of over 250 audio plugins and numerous hardware devices. For its accomplishments, Waves received a Technical GRAMMY® Award in 2011, and its early flagship plugin, the Q10 equalizer, was selected as an inductee into the TECnology Hall of Fame.

Increasingly leveraging pioneering techniques in artificial intelligence, neural networks and machine learning, as well as the company’s three decades of accumulated expertise in psychoacoustics, Waves technologies are being used to improve sound quality in a growing number of market sectors. Around the world, Waves’ award-winning plugins are utilized in the creation of hit records, major motion pictures, and top-selling video games. Additionally, Waves now offers hardware-plus-software solutions (including the revolutionary eMotion LV1 mixer) for professional audio markets. The company’s WavesLive division is a leader in the live sound sector, spearheading the development of solutions for all live platforms. Products from Waves Commercial Audio enable A/V system integrators and installers to deliver superior sound quality for corporate, commercial, government, educational, entertainment, sports and house-of-worship applications. Under its Maxx brand, Waves offers semiconductor and licensable algorithms for consumer electronics applications, used in laptops, smartphones, smart speakers, gaming headsets, TVs and more from industry leaders such as Dell, Google, Fitbit, Acer, Asus, Hisense and others.

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