

**FOR IMMEDIATE RELEASE**

## **OtiumFX becomes Tone Projects**

*OtiumFX gets a new name & look and releases updates for all plug-ins.*

**September 2010, Copenhagen, Denmark.** Effective immediately OtiumFX is changing its name to become:



Along with the name change a new website is launched at [www.toneprojects.com](http://www.toneprojects.com) and all former OtiumFX plug-ins – Sonitex STX-1260, Compadre Beatpuncher, and the freebie Basslane - are released in updated versions under the Tone Projects brand. The updated versions are free for existing customers and contain new features, improvements, and bug fixes.

The team behind Tone Projects remains unchanged from OtiumFX, but the new brand reflects the refined focus and experience gained after 6 years as a pioneering developer of unique audio plug-ins. The new name is also intended to strengthen the brand clarity and recognisability amongst international users.

“We’re quite proud of the good reputation the OtiumFX brand has earned, but we wanted a name that better conveyed what we’re about; and let’s face it, a name that people can pronounce. Tone Projects will continue the very same philosophy that was behind OtiumFX and carry over our tradition for making finely tuned plug-ins with distinct character” says Rune Lund-Hermansen, head of Tone Projects.

### **The plug-in updates**

Details about changes in the new versions can be found under each product on the Tone Projects website.

- **Sonitex STX-1260** – Sonic Texturing Plug-in. (Win VST - \$74).
- **Compadre Beatpuncher** – Compressor with an attitude. (Win VST - \$49).
- **Basslane** – Freeware classic for low frequency stereo control. (Win VST - Free)

The plug-ins are available for purchase through the online shop on the Tone Projects website. There will be a special Launch Promo running until October 31st 2010 offering a **33% discount on Sonitex STX-1260**.

### **For further information**

Contact: Rune Lund-Hermansen, [press@toneprojects.com](mailto:press@toneprojects.com)

Media kits: <http://www.toneprojects.com/about-us/press-area/>

### **About Tone Projects:**

*Tone Projects is an independent Danish enterprise launched in 2004 under the OtiumFX brand. Tone Projects is dedicated to developing unique audio plug-ins with distinct character based on uncompromising musical and technical quality. Tone Projects’ products COMPADRE BEATPUNCHER, SONITEX STX-1260 and BASSLANE are used by underground & established musicians, engineers and producers all over the world, and have received awards and praise in both the press and in the community of audio professionals for their unique sound and features.*