**PRESS RELEASE**

**AMS Neve Shows The Neve GenesysControl Plugin At NAMM 2020**

*Designed for use with Genesys and Genesys Black consoles, this versatile plugin delivers exceptional speed, flexibility and power.*

**Burnley, UK. December 9th 2019:**AMS Neve is showcasing its new and exciting Neve GenesysControl plugin at NAMM 2020, where it will be demonstrated on booth **14008** with the company’s versatile Genesys Black console.

Designed to future proof analogue workflows, the Neve GenesysControl plugin provides the final link to total integration between Genesys and Genesys Black consoles and the DAW.

This powerful and versatile plugin allows recording professionals to mix traditionally using the console, work in-the-box, or combine both approaches in a highly effective hybrid workflow. With the Neve GenesysControl plugin installed, it is entirely feasible to have all the speed and flexibility of working in-the-box without sacrificing the undeniable sonic benefits of using a real Neve analogue console.

The Neve GenesysControl plugin supports Pro Tools (AAX) and Cubase/Nuendo (VST). It can be applied in the DAW to a mono, stereo or master track and assigned to control selected channels on the console where it provides and controls automation of parameters such as EQ, dynamics, AUX and INSert switching, both large and small fader levels, effects return levels and 8-Track and Main Mix fader levels.

A 30-day free trial version of the Neve GenesysConrol plugin is available at [ams-neve.com](http://www.ams-neve.com) and a full license costs $695.

NAMM 2020 coincides with the 50th anniversary of the legendary Neve 1073 mic preamp/EQ, which was launched in 1970 and has been used in more high end studios and on more famous recordings than it is possible to count. AMS Neve will be marking the occasion with the launch of another product that is destined to become equally iconic. Please visit booth **14008** in **Hall ACC, North Level 1** for a big reveal on the first morning of the show.

**-ends-**

**About AMS Neve**

AMS Neve engineers have pioneered the greatest proportion of the ground-breaking techniques in the professional audio industry.  Just a few examples of “world firsts” are moving fader automation, hard disk editing, digital console technology, digital audio for film, microprocessor-controlled effects units and standards such as MADI.

The most discerning artists, producers and facility owners regard AMS Neve products as number one for desirability on their equipment list and have done so for the past fifty years.

Recognised by all the premier bodies in the various fields of music, TV and film, the products and their designers have been honoured by two Scientific and Engineering Academy® Awards, an Emmy™ and a Grammy™ amongst many others.

All AMS Neve products are designed and built in-house at the company’s Headquarters in Burnley, England. For more information please visit: <http://www.ams-neve.com>

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