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Screenshots and video: www.soundtrends.com/news

Sound Trends Releases Looptastic Producer 3 for iPhone and iPod Touch

Major upgrade for the Apple Staff Favorite remixing app introduces performance effects, tap-triggering, and elastic mixer

Seattle, January 13, 2010: Looptastic Producer, the flagship of Sound Trends' line of mobile music-production apps, is now more expressive, thanks to a flexible new mixer and effects. The three mixer zones now expand on the fly to fit the loops you add, facilitating custom cueing and submixes. Performers can now mute or maximize each loop with a single tap on its fader. And each zone can now be switched in or out of the effects loop with a tap, adding variety and motion to the mix.

A new "scratch strip" above the faders shows the waveform of the last loop touched; tapping anywhere on the waveform retriggers the sound from that point. In looping mode, the sound then continues from the correct point in the recording: **Scratch without screwing up!** Turn off looping mode, and the sound plays only while your finger is down — excellent for deconstructing speech and triggering sound effects. Tap the side of the screen and the new tempo slider glides out; Looptastic changes the tempo without changing the pitch.

Five new effects join the four existing filters (low-pass, high-pass, band-pass, and notch) on the X-Y effects screen:

- **Gate** — creates a rhythmic pulsing effect ideal for chopping up vocals. Vertical movements on the touchpad control how long the gate stays open; horizontal movements control the number of pulses per second.
- **Bit-crusher** — adds the crunchy distortion of old video games. Vertical movements control bit depth, adding noise and distortion; horizontal movements control the sampling rate, adding metallic artifacts.
- **Flanger** — adds a tunnel-like resonance that's ideal for animating percussion or pads. Vertical movements control feedback, imparting a metallic whine; horizontal movements control delay, sweeping the pitch of the resonance.
- **Glitchy Repeater** — captures and repeats brief segments of sound for a stuttering effect. Vertical movements control the number of repeats; horizontal movements control the duration of the segment.
- **Delay** — adds rhythmic echoes to make a part stand out or "swing." Vertical movements control feedback (number of echoes); horizontal movements control the length of each echo. Analog-style interpolation creates dub-style pitch-shifting as you move your finger.

You can even combine the effects for more dramatic textures. The new Effect Hold button locks in the last settings, allowing the performer to, for example, swap in a distorted drum groove or echoed sound bite and then get back to mixing.

Sound Trends President Aaron Higgins remarks, “Looptastic 3 incorporates some of our customers’ most creative suggestions, implemented in a way that makes the app even easier to use. In light of all the new features, we raised the price 50 percent, but as a thank-you to our supporters, we’re allowing current Looptastic Producer owners to upgrade for free.”

It’s Looptastic

Mixing with Looptastic is easy and tactile: You load a Loop Set and then drag the loop icons vertically to control volume and horizontally to place them in one of three mixer zones. (Thanks to multitouch support, you can grab up to five loops at once.)

The crossfader controls the balance of the left and right zones, facilitating breakdowns, transforms, and seamless sound-swapping. Loops in the center zone play independently of the crossfader, enabling the performer to sustain a groove or a background texture.

Looptastic Producer can import custom loops over Wi-Fi from a PC, Mac, or Linux computer, and export performance recordings as AIFF files. Mobile musicians can also download ten commercial Loop Sets from the Sound Trends Loop Store via in-app purchase; genres range from ambient to Reggaeton. The Mix-n-Match feature allows Looptastic to load up to 20 loops from different sets simultaneously, playing up to ten at a time. The app automatically time-stretches all loops to fit the master tempo.

Looptastic Producer is available now from the iTunes Store for \$14.99. Direct link:
<http://itunes.com/app/looptasticproducer>

About the Developer

Sound Trends, LLC (www.soundtrends.com), is a new music software company from the founders of MixMeister Technology. It is dedicated to producing audio applications that are easy to use yet offer unexpectedly expressive control and sound quality. Its Bravo Gustavo conducting app and Looptastic remixing apps were both named Apple Staff Favorites.

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