



Music Marketing Inc Now Distributes Playfair Audio

FOR IMMEDIATE RELEASE - SEPT 19, 2023

Leading global music software distributor Music Marketing Inc is pleased to announce that Playfair Audio has become part of its collective brand umbrella and will be available to its global reseller network to sell starting today.

Playfair Audio was founded in 2022 by an electrical engineer and software developer Christian Luther, based in Hannover Germany. He has previously worked as an audio DSP developer for renowned brands such as Kemper Amps and Sennheiser. He personally takes pride in deviating from the norm and concentrating on creating innovative and daring products that have the potential to revolutionize a segment of the audio industry.

Their flagship product, Dynamic Grading, enables users to precisely shape and regulate various aspects of their audio's dynamic range. It aims to ease the difficulty of adjusting traditional dynamic processors like compressors or expanders. Dynamic Grading does so by displaying an easily comprehensible histogram of audio dynamics, providing intuitive and easy-to-use means for manipulating the audio's dynamic "gestalt" graphically. The plugin is designed to make mixing a song, adjusting movie dialogue or podcasts, and mastering albums intuitive, fast, and accessible.

Music Marketing Inc. believes Dynamic Grading is a new approach to audio dynamics processing and has a unique niche in the music software marketplace. Playfair Audio is now available to Music Marketing Inc's resellers and end-users will be able to purchase Dynamic Grading at their preferred music online store soon.

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