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## **Microsoft<sup>®</sup> Licenses Princeton Digital Reverb Xbox 360<sup>®</sup> Ups Audio Ante**

Princeton, NJ (October 5, 2005) - Princeton Digital and Microsoft have entered into a joint development and licensing agreement to develop professional quality audio processing software for Microsoft's Xbox 360. Under the terms of the licensing agreement, Microsoft will include a custom version of the Princeton Digital reverb, the Reverb2016/360, with the Xbox Software Development Kit, thereby adding a powerful, flexible and natural sounding reverb to the game developer's audio toolkit.

Princeton Digital's reverbs have been used on hundreds of recordings over the last 20 years. These reverbs are known for their natural sound but require processing power well beyond the capabilities of previous generation game platforms. The Xbox 360's powerful processors have the power to run these natural sounding reverb simulations with ease.

The Princeton Digital Reverb2016/360 is a 5.1 channel enhanced version of the classic Reverb 2016. Enhancements include multi-channel output, new parameters to control the size of the room, room resonance, independent position controls and filtering to simulate obstructions and occlusions.

The Reverb 2016/360 brings a level of environmental simulation that previously has been only available in professional sound studios or high end audio workstations," said Brian Schmidt, audio program manager for Microsoft. "We're extremely happy to get these algorithms into the hands Xbox 360 game developers."

"We like to create audio effects and we're happy that over the years recording engineers and producers have used our reverbs in uncounted records, movies and other media," said Tony Agnello Princeton Digital's founder and president. "By adapting and enhancing our classic algorithms, we've created a natural sounding reverb that gives sound designers the creative control that they need to simulate any kind of acoustic environment. And we were able to keep resource usage within fairly tight CPU and memory constraints important for game consoles."

### **About Princeton Digital**

Princeton Digital's mission is to leverage recent advances in signal processing to offer modern versions of legendary effects and to create new effects. Late in 2003, Princeton Digital announced its first Pro Tools Plug-in, the Reverb 2016. In 2004, a Pro Tools recreation of the Ursa Major Space Station SST-282 and a VST version of Stereo Room were introduced. Princeton Digital also offers the SP2016 reverb algorithms in a 1U rack-mount box available through Eventide, Inc.

([www.princetondigital.com](http://www.princetondigital.com)).