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**THE SOUND GUY, INC. ANNOUNCES
RTAS UPGRADE PATH FOR SFX MACHINE RT™
Pro Tools 6 Support for Mac OS X and Windows XP**

The 2004 NAMM Show ● Anaheim, CA — January 15, 2004

The Sound Guy, Inc. has announced an RTAS upgrade path for SFX Machine RT, courtesy of FXpansion Audio UK. For a limited time, new purchasers of SFX Machine RT will receive a 1/3 discount on FXpansion's VST to RTAS Adapter.

SFX Machine RT is an audio multi-effects plug-in, available in Audio Unit format for Mac OS X and VST format for Mac OS 8/9/X and Windows. With the purchase of the VST to RTAS Adapter, Pro Tools 6 LE and TDM owners will now have access to this technology on Mac OS X and Windows XP.

With a new purchase of SFX Machine RT for US \$99, users will receive an offer for a 1/3 discount from FXpansion on purchases of the VST to RTAS Adapter (normally priced at US \$99 / Eu 75 / GBP 55).

The award-winning SFX Machine has been used in numerous commercial music recordings, video games, television productions and feature films. The RT version adds real-time processing while retaining ease of use, enabling sound designers to rapidly audition and customize the presets.

SFX Machine RT comes with hundreds of effects, including conventional effects like choruses and flangers as well as a wide variety of unique effects. Many of the presets include a pitch tracker or envelope follower, allowing the effect to respond intelligently to the input. A Randomize button makes it easy to explore the range of possibilities contained within each preset. The plug-in also allows automated parameter control.

For more information, visit the web site at <http://www.sfxmachine.com> .

The press kit, including screenshots and logos, is at <http://www.sfxmachine.com/presskit/> .

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