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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Waves Now Shipping the Lil Tube Plugin**

— First plugin in its new custom-shop series: Magma —

*Knoxville, TN, November 25, 2022* — [Waves Audio](http://www.waves.com/), the world’s leading developer of professional audio signal processing technologies and plugins, is launching the Magma series of custom-shop plugins. The first product, which is now shipping, is Waves [Lil Tube](https://www.waves.com/plugins/lil-tube), an analog saturation plugin.

With Lil Tube, every track can sound exceptionally BIG, with rich tube fatness, texture and saturation, like mixing on a vintage analog tube console. Offering an unmatched high quality and meticulously custom-modeled analog sound, akin to the tone of fabled classic tube preamps, Lil Tube is a plugin that is *felt* as well as heard.

With Lil Tube’s captivating analog sound, mixers will be tempted to use Lil Tube on literally *every* track for incomparable instant warmth, huge depth and more engaging mixes. Furthermore, Lil Tube is simple to use, foolproof and incredibly light on CPU.

In the days when analog consoles dominated the studio landscape, running each track in a production through channels on a desk crafted a natural “rough mix” with a roundness and fullness that made a song organically feel like a record*.* Waves Lil Tube offers this exceptional experience in any DAW.

With Lil Tube as the first insert on every channel, a rich, buttery texture and sense of three-dimensional balance is imbued on the mix. Pushing the Drive Knob on the parts like lead vocals pulls the tracks “closer” to the listener; Lil Tube delivers a striking intimacy that listeners notice.

Lil Tube is the first taste of Waves’ **Magma** series of custom-shop plugins characterized by a coveted analog sound with unparalleled attitude and simplicity.

To learn more, visit [www.waves.com/plugins/lil-tube](http://www.waves.com/plugins/lil-tube).

Videos:

* “Introducing LIL TUBE Analog Saturation: Make every track sound BIG”: <https://youtu.be/fMHfCkB3gmA>
* “How to get INSTANTLY WARMER & BIGGER Mixes FREE w/ Lil Tube”: <https://youtu.be/NG4LmR3j03E>

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Photo file 1: LilTube.JPG

Photo caption 1: Waves Lil Tube interface

About Waves Audio Ltd.:

Waves is the world’s leading developer of audio DSP solutions for music production, recording, mixing, mastering, sound design, post-production, live sound, broadcast, commercial and consumer electronics audio markets. Since its start in the early '90s, Waves has developed a comprehensive line of over 250 audio plugins and numerous hardware devices. For its accomplishments, Waves received a Technical GRAMMY® Award in 2011, and its early flagship plugin, the Q10 equalizer, was selected as an inductee into the TECnology Hall of Fame.

Increasingly leveraging pioneering techniques in artificial intelligence, neural networks and machine learning, as well as the company’s three decades of accumulated expertise in psychoacoustics, Waves technologies are being used to improve sound quality in a growing number of market sectors. Around the world, Waves’ award-winning plugins are utilized in the creation of hit records, major motion pictures, and top-selling video games. Additionally, Waves now offers hardware-plus-software solutions (including the revolutionary eMotion LV1 mixer) for professional audio markets. The company’s WavesLive division is a leader in the live sound sector, spearheading the development of solutions for all live platforms. Products from Waves Commercial Audio enable A/V system integrators and installers to deliver superior sound quality for corporate, commercial, government, educational, entertainment, sports and house-of-worship applications. Under its Maxx brand, Waves offers semiconductor and licensable algorithms for consumer electronics applications, used in laptops, smartphones, smart speakers, gaming headsets, TVs and more from industry leaders such as Dell, Google, Fitbit, Acer, Asus, Hisense and others.

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