

# MeldaProduction MCenter



MeldaProduction announces the availability of MCenter - making finding true mid-side balance a breeze by unlocking the full potential of anyone's stereo signal as a simple to use yet powerful plug-in designed to provide unparalleled control over stereo qualities, going beyond traditional mid-side processing by offering advanced features that accurately manipulate the 'phantom center' and remaining stereo signal - as of February 12...

MeldaProduction's MCenter lets its users take charge of their stereo signal's elusive 'phantom center' by employing a complex spectral algorithm that separates what really sounds stereo and really sounds mono, which is not actually the case with mid-side processing. Put it this way: just hard panning a track is 50% mid and 50% side from a mid-side perspective, despite it naturally sounding stereophonic. Saying that, though, MCenter is not only for mastering, but for every occasion where true mid-side balance is needed - works well when mixing or just being creative, in other words.

Ultimately, users who do not wish to get bogged down in too much technical detail

are best served by MCenter's single-knob operation offered by its simple CENTER / SIDES control that allows them to truly balance the center and side parts of the stereo signal to their satisfaction within a second. Comparing and contrasting results comes quickly to MCenter, thanks to its dual-processing capabilities combining the accuracy of spectral processing with traditional mid-side operation. On the face of it, then, users can quickly choose an approach that best suits their creative needs.

Duly diving into detailed frequency manipulation comes courtesy of MCenter's freeform drawing capability. Controlling each frequency can be achieved separately, allowing users to sculpt their sound with precision by shaping the response of individual frequency bands.

### Key Features:

- Unlocks the full potential of anyone's stereo signal as a simple to use yet powerful plug-in
- Lets users take charge of their stereo signal's elusive 'phantom center' by employing a complex spectral algorithm
- Single-knob operation allows anyone to truly balance the center and side parts of the stereo signal within a second!
- Dual-processing capabilities combines the accuracy of spectral processing with traditional mid-side operation
- Freeform drawing capability controls each frequency separately

MCenter is available for free from February 12 through to February 18, 2024 by simply heading on over to MeldaProduction's online shop via its dedicated webpage that also includes more in-depth information, then adding it to the cart and checkout by 'buying' it for €0.00 EUR; thereafter, a time-limited introductory price of only €9.00 EUR comes into force until March 10, 2024, rising thereafter to its regular price of €49.00 EUR. (It is also worth noting that MCenter will always be free for MCompleteBundle, MMasteringFXBundle, and MMixingFXBundle owners, both current and future.)

A 15-day, fully-functional trial version of MCenter is always available by downloading the latest (MAudioPlugins 16.11) universal installer of MeldaProduction tools - to include all virtual effect and instrument plug-ins in 64-bit AAX-, AU-, VST- and VST3-compatible formats for macOS (10.14 or newer) and 64-bit AAX-, VST-, and VST3-compatible formats for Windows (8/10/11) as one shared core, with several new virtual instruments (including Cosmosis, Cyber Bear, Deep Vibes, Frozen Sparks, Magic Dust, Mecha Vox, Neon Dolls, Solar Flare, Sonic Pulse, Sugar Rush, and Twisted Wave) being brought to MSoundFactory, while both MGuitarArchitect and MTurboAmp are in receipt of a new virtual effect (Claritor). (Choose which ones to install and purchase licenses later with free-for-life updates.)

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