euphonia

€3,799 including VAT / $3,799 excluding tax / £3,249 including VAT

OVERVIEW

SUMMARY

The euphonia is a professional rotary mixer which creates an amazingly natural and smooth mixing experience. Building on over 30 years of audio technology and innovation while paying homage to rotary mixers, this is the first mixer to bear the AlphaTheta name and it's the company's first-ever rotary unit.

PRODUCT MOTIVATION

The euphonia is inspired by DJs' love of music and AlphaTheta's dream to create a new expression of the DJ mixer. It offers a euphoric musical experience that combines the clarity of digital and the richness of analog in a sound never heard from a DJ mixer before.

AUDIENCE

This mixer is a must for DJs who want to take their musical expression to the next level.
The sound produced by the euphonia immerses the DJ deeper in the music and promises richer musical experiences.

PRODUCT POSITIONING

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KEY MESSAGES

Euphoric sound with digital clarity and analog polish from Rupert Neve Designs transformer
To deliver a clearer sound quality that accurately reproduces the expression of the music, the euphonia uses high-quality 32-bit A/D and D/A converters as well as 96 kHz/64-bit floating point mixing processing operations in the DSP. All sound coming out of the euphonia passes through a transformer circuit co-designed by AlphaTheta and Rupert Neve Designs, the legendary makers of outstanding analog audio circuitry and mixing desks. This transformer circuit, tuned specifically for the euphonia, adds harmonics to the music and creates a glossy and energetic sound that's smoother for mixing.

Specially developed rotary fader makes the DJ feel at one with the music
The euphonia's rotary faders feature a brand-new design to give DJs the feeling that they and the mixer are one. After extensive testing, the perfect knob sizes were chosen, with an elastomer applied to the outer circumference of each to ensure a comfortable grip as well as a high level of vibration absorption. The faders also benefit from optimum weighting and they feel different when turned at different speeds, as a higher load is applied during slow turns for delicate fine-tuning, and a lower load level is applied during quick turns to instantly reach the intended volume level. And the fader volume curves have been optimized to enable smooth and natural mixing without equalizing, so DJs can concentrate on volume control.

Energy Visualizer for understanding overall sound at first glance
The uniquely developed Mix Level Meter on the euphonia's Energy Visualizer features a needle meter for each channel so DJs can visually check the levels for all channels and mix smoothly while keeping the groove going. They can even keep an eye on the balance of the Master output by looking at the Spectrum Analyzer to help keep mixes sounding consistent and smooth.

Next-generation 3Band Master Isolator that transforms sensibility into sound
The 3Band Master Isolator was specially built for the euphonia. The size of the knobs is perfect for rapid turns from center to maximum or minimum, and the torque load is perfectly balanced for both quick operation and fine sound quality adjustment, with a luxurious feel that's not too light. The cut-off frequency and slope are set to control and highlight the kick, melody, and rhythm bands in a natural yet sharp manner. And with the Boost Send and Boost Level features, DJs have even more creative options at their fingertips.

Built-in Send FX to bring depth and breadth to the music
The euphonia features 5 built-in spatial effects and a high-pass filter for easily adding depth and breadth to the music. These are: Delay, Tape Echo, Echo Verb, Reverb, Shimmer, and HPF (high-pass filter). There's also a Send/Return section which gives the option to connect external effects units.