
Subject: Presonus New DAW..Studio One!!
Posted by [LaMontt](#) on Tue, 14 Apr 2009 04:10:35 GMT
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Guys & Gals, It looks like Presonus has gotten into the DAW game Big time..
<http://www.presonus.com/products/SoftwareDetail.aspx?SoftwareId=11>

It seems that two of Steinberg's top coders worked on the project and from what I've told, they have implemented things that they wanted Cubase and Nuendo to have. Priced at \$499.00 it looks to be a serious contender.

Subject: Re: Presonus New DAW..Studio One!!
Posted by [kerryg](#) on Tue, 14 Apr 2009 18:40:45 GMT
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Looks very cool.

From a business perspective, though - I wonder what possessed them to think *this* is the time to enter the DAW market? Why don't they just smack themselves on the head with a hammer instead?

I once worked it out, and if I recall correctly - in 2001, the year before Apple bought Logic Audio from Emagic, the purchase price would have been something like \$3600 (if you'd bought all the plugins like EVP88 that were later bundled with the app).

Under Apple, Logic hit the market at about \$1400, all plugins included, plus a shovelful of additional apps. Come Logic 8, with even more plugins and apps, it sagged to \$499, where it sits today.

That's a price drop of - what, 85%? - in seven years.

Now Reaper is available at \$50 for non-commercial and \$250 for commercial use, with routing flexibility that puts the big boys to shame.

And then there's ProTools 8, which is frankly pretty mindblowing - and it's given away *free* with the MBox Micro, which costs under \$250.

Almost every audio interface is bundled with *something* LE nowadays (and we haven't even mentioned the myriad free and/or open source DAWs too, and some of them are getting pretty serious).

Worse - I don't reckon that servicing the small niche of full-time audio pros who *have* to buy apps is what gets the accountants excited, I'd imagine there's a lot more money in the vastly greater numbers of part-timers who are QED buying this stuff out of discretionary spending (it sure seems to me that Apple's turning Logic into "Garage Band Pro"). So now let's factor in the effects of a serious and long-lasting economic downturn, and a resulting rethinking of discretionary

spending (a lot of full-time pros I know, myself included, have been *buying* instruments lately, because the part-timers - who innocently kept prices inflated - are now blowing them out in sacrifice sales; just take a look at the "For Sale" section of TalkBass)...

I'd love to have an idea of what they reckon their business model is going to be - it better be good.

Subject: Re: Presonus New DAW..Studio One!!
Posted by [LaMontt](#) on Wed, 15 Apr 2009 00:05:12 GMT
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Hey Kerry, you make think this sounds crazy but, there are many out there looking for a "Better Bread Basket" when it comes to a DAW.

Like you state, Reaper proves it. The Problem with most DAWS on the market, is that they were written from an old school engineer perspective with a few modern touches.

For me, I'm still looking for DAW Utopia. Paris was and is still my favorite Mixer/Recorder. Nuendo is my favorite work flow DAW.

From what were are told about Studio One, is that they are coming from a Producers perspective. Not all current DAW "over-blown" features are in it. Plus, the team who coded Studio are former Steinberg programmers. So, there you pedigree right there.

Simply put, there's are a lot to be stated for a simplistic DAW work flow. There are many many users who are still onthe fence when it comes to both midi sequencing and audio recording in a Personal computer. Just look at the responses over at gearslutz.

Yes, Protool 8 has some great features, but to me many others hate it's work flow. All in all, the last statement in a Digital Audio Recorder has not been mention that's for sure. I'm still looking for Edmund P to code a new version of Paris.

Subject: Re: Presonus New DAW..Studio One!!
Posted by [kerryg](#) on Wed, 15 Apr 2009 00:21:23 GMT
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I have to say - what I said about the market for DAWs notwithstanding - Studio One looks like a pretty cool one. It looks great visually too - and the name of Ensoniq PARIS has been invoked on Gearslutz, since it's been described as using similar math.

I'll be watching with interest - the marketing manager was over on Gearslutz saying that he thought it was likely it'd have video support soon.

Subject: Re: Presonus New DAW..Studio One!!
Posted by [ganttmann1](#) on Wed, 15 Apr 2009 17:00:18 GMT
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If someone would come up w/ a DAW that could open projects created by other DAW's that'd be a pretty exciting development. Is the code used in Pro Tools, for example, so proprietary that no other program can open a PT session w/ all edits and inserts intact?

Subject: Re: Presonus New DAW..Studio One!!
Posted by [LaMontt](#) on Wed, 15 Apr 2009 20:53:03 GMT
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Well, SSL's Proconvert translator does convert ProTools 7 & 8 sessions and edits.

<http://www.solid-state-logic.com/music/pro-convert/index.asp>
