CC121

Advanced Integration Controller

Next-generation dedicated USB Controller for Cubase

New Product Guide

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Product Name

"**CC121**"

Tagline

Advanced Integration Controller
Next-generation dedicated USB Controller for Cubase

Positioning Statement

"Built to an extremely high manufacturing and component standard, CC121 provides totally integrated tactile control of Steinberg's Cubase range of production systems, with a unique design architecture that keeps producers and musicians 100% focused on their Cubase project and the creative process. The revolutionary and ultra-flexible AI Knob combines with a range of dedicated controls that mirror Cubase 4 functions to offer a user-experience that is exhilaratingly fast and intuitive."

Product Summary

Engineered specifically for the thousands of production environments using Cubase worldwide, CC121 interfaces the creativity of musicians and producers with the functional complexity of the world's most popular music production system. Built to an extremely high manufacturing and component standard, CC121 provides totally integrated tactile control of Steinberg's Cubase range of production systems, with a unique design architecture that keeps you 100% focused on your Cubase project.

Perhaps the most innovative area of CC121 is the revolutionary AI Knob, a 'point and control' precision controller. Rather than attempting to replace traditional mouse pointing devices, the AI knob harnesses the flexibility of a computer mouse to offer unprecedented speed when editing parameters and adjusting settings. The computer mouse is simply moved over the parameter, which is then automatically placed under full precision control through the AI Knob, with no need to make any additional settings in Cubase or on the interface itself. The parameter can be locked to the AI Knob to retain control when the mouse is moved elsewhere onscreen.

The unique AI Knob is paired with a range of dedicated, high-quality hardware controls over a huge range of Cubase transport, channel and EQ features. The 100mm touch-sensitive motorized fader is the same as that found on Yamaha's professional digital mixing consoles, and gives full tactile control of the selected channel or group volume fader. High-quality controller switches and rotary knobs dedicated to specific functions mean no tedious stepping through parameters for control. Colour coding that mirrors the Cubase buttons further supports easy navigation when using CC121.

This next-generation combination of dedicated controls and the ultra-flexible AI Knob provides a sleek, sturdy and feature-rich controller that is the perfect extension for the many thousands of Cubase studio environments around the world today.

Unique Selling Points

1) **Instant plug and play with Cubase**
2) **Dedicated control of all Cubase channel settings**
3) **Full control of all Cubase Channel EQ parameters**
4) **User-assignable section with Cubase-integrated presets**
5) **Ultra-precision Advanced Integration controller knob controls any Cubase parameter including integrated VST instruments and effects using mouse pointer selection**

CC121 – Top 10 Features

1) **Advanced Integration System**

   Totally integrated tactile control of Steinberg's Cubase range of production systems, maintains complete focus on your production within Cubase

2) **Ultra-precision AI controller knob**

   'Point and control' support: controls any Cubase, FX or VSTi parameter using mouse pointer selection for exhilarating speed

3) **High Quality, 100mm touch sensitive motorized fader**

   Full tactile control of the channel or group volume fader with a top-quality precision fader

4) **Cubase channel control**

   Cubase channel settings in hardware form with Solo, mute, record arm, automation (read/write), pan, VSTi editor and the Channel Settings "e-button" - all with color coding to support navigation

5) **12 Rotary EQ encoders and bypass/mode button**

   Dedicated control for the Cubase Channel EQ, including Q-factor, Frequency, Gain, Bypass and EQ Type

6) **Full transport section**

   Total transport control from the hardware, including Jog Wheel

7) **User assignable section**

   Adapt the CC121 to your needs with 4 freely assignable buttons and a rotary encoder

8) **Cubase-ready LED**

   When the LED lights up, the CC121 is ready< to go! Instant plug and play – no additional setup or parameter assigning required

9) **Outstanding engineering and component quality**,

   Sturdy aluminum metal case, precision components, manufactured by Yamaha in Japan to exacting standards

10) **Mac and PC compatible**

   Cross-platform support for Cubase on Mac OS X, Windows XP and Windows Vista

Target Customers

General

- Cubase owner
- Any musician – pro and home
- Producer/composer
- Project studios

Motivation

- Wants to record instruments and vocals
- Wants an easy to setup controller for cubase
- Searches for a quick and easy way of working with cubase