

CI2+ and Cubase Essential 5

Product Guide

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CUBASE ESSENTIAL 5

Personal Music Production System

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1 About

About this document

This document gives an overview on the features, product facts and the campaign for the new Steinberg CI2+ Advanced Integration USB studio which includes Cubase Essential 5, the streamlined version of Steinberg's Cubase 5 advanced music production system.

Model name

"CI2+"

Tagline

"USB Audio Interface"

Positioning statement

CI2+ and the included Cubase Essential 5 form the apex of mobile recording and production solutions that Steinberg offers with its range of CI interfaces. Built by and designed in collaboration with Yamaha, the CI2+ features a dedicated version of Cubase 5, the most popular DAW software on the market today. The unit is interface and controller in one, providing two mic preamps with +48 V and a single Hi-Z as well as a controller part featuring the AI Knob — all deeply integrated into Cubase to assist the user during the entire production process. Reflecting the profound integration are the advanced functionalities such as hands-free recording, the Project Assistant for easy project operating and the browsing capability, to name but a few. Together with Cubase Essential 5, CI2+ allows each user to take full advantage of a massive range of audio tools, at home, in the rehearsal room or wherever required.

Marketing slogan and sub-headline

Slogan: "The plus factor"

Sub-headline: "Your mobile recording & production studio"

1.1 About CI2+

About CI2+



The Steinberg CI2+ is a USB-powered audio interface and controller with Advanced Integration features. Together, CI2+ and Cubase Essential 5 present a complete recording system, providing a plug-and-play solution for recording and editing vocals and instruments with a computer in next to no time.

With 24-bit resolution and a sampling rate of 48 kHz, the CI2+ offers a professional digital audio recording standard that lets the user record music in studio quality.

With the CI2+ being fully USB-powered it's no problem to record music whenever and wherever without having to find a mains outlet. The user simply plugs the CI2+ into a notebook, connects a microphone or guitar or both to the CI2+ and

records and edits the material in Cubase Essential.

The CI2+ provides two fantastic-sounding microphone inputs comprising balanced XLR/jack combo connectors and high-quality microphone preamps. With the onboard +48 V phantom power, the user can record at home or on the move using just about any dynamic or condenser microphone. And it doesn't stop here: the first input channel comes with a dedicated high-impedance switch, letting the user jack an electric guitar or bass directly into the CI2+, also via the XLR/jack combo connectors, simply by pressing the HI-Z switch. And with the included amp models and cabinet sounds, the user gets outstanding guitar tones at the flick of a switch.



So much more than just another mobile USB audio interface, the CI2+ is also an Advanced Integration controller for Cubase which allows the user to work quicker and more intuitively than ever before. The featured AI Knob already introduced on the CC121 Advanced Integration USB controller helps the user to control virtually all main functions of Cubase by pointing to any parameter with the mouse and adjusting the control parameters with the AI Knob. This lets the user fly through any production, no matter how big the project!

With the implemented interactive recording function, the user can define up to six events with the dedicated Interactive Recording button. In addition, connecting an optional foot pedal to the CI2+ allows hands-free control of the recording process. For example, the user starts recording a guitar part by stepping on the foot pedal, taps the pedal a second time to punch in at the right moment and stops the recording with a final stomp. This enables the user to control several functions with a tap of the foot as well as liberating the user's hands to concentrate entirely on playing the instrument.

The Browse function of the Project Assistant makes it really easy to set up a new Project in Cubase — the user just has to push the AI Knob and the Browse window pops up.

Now the user can also select the type of project to be set up. For example, when recording a guitar and a vocal take, all necessary settings are automatically made for the new project, allowing the user to start recording music straight away.

And it doesn't stop here. CI2+ and Cubase Essential 5 comes with additional content material. With great-sounding guitar amp simulators readily available for the user to plug the guitar into coupled with the provided loops, grooves and synthesizer sounds, creating an entire band setup has never been easier.

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Combining the CI2+ USB studio featuring Advanced Integration technology with Cubase Essential 5, Steinberg presents a mobile solution for recording and producing music that has never been easier or more fun to use.

[50]

Leading the CI series of interface controllers, the CI2+ USB-powered studio comes with its dedicated Cubase Essential 5 audio workstation. The holistic approach that Steinberg provides in form of its Advanced Integration technology allows this smart system to easily assist entry-level to professional musicians and producers with recording and producing music in first-class quality.

[100]

Hardware most skillfully meets software by combining the best of two worlds with the CI2+ Advanced Integration USB studio and Cubase Essential 5, the dedicated version of Cubase 5. As the name implies, the CI2+ houses two major functions. There's the two-channel XLR combo interface equipped with two sophisticated microphone preamps and phantom power, one HI-Z for direct guitar input and a footswitch connector for Interactive Recording. This is seconded by the controller section featuring the innovative AI Knob that provides intuitive control due to seamless integration into Cubase. You now have all the tools in a single box to help you with whatever recording and production project you may have in mind.

1.2 About Cubase Essential 5

About the Cubase family

Cubase is a household name in many parts of the world — a byword for musical creativity using a computer. First released in 1989, Cubase is the most successful music production system, having sold in almost countless numbers to musicians, producers and composers all over the globe. The Cubase philosophy puts the latest computer and audio technologies at the disposal of artists in a way that opens up new possibilities, allows musicians and producers to venture into new artistic territory and give their creativity free reign. Cubase really supports artists through every stage of music production, from the inception of the first fleeting idea through its development right into the final version, regardless of the task at hand.

About Cubase Essential 5



With an easy, intuitive approach to composing, recording, editing and mixing, Cubase Essential 5 is your gateway to the world of Cubase. Cubase Essential 5 shines with the same user interface and award-winning audio engine as the Steinberg Cubase 5 advanced music production system used by countless professionals around the globe.

So whether you're composing songs at home, recording your band in the rehearsal room or remixing the latest hip-hop and dance tracks on a laptop while on the move: Cubase Essential 5 combines premium virtual instruments, outstanding audio and MIDI VST effects with a vast range of proven editing and sequencing tools while being extremely easy to use.



Key features

- Based on the Steinberg Cubase advanced music production system used by professionals around the world
- Award-winning 32-bit floating-point Steinberg Audio Engine
- Up to 64 simultaneous audio tracks with 24-bit/96-kHz
- Superb audio/MIDI recording, editing and mixing application
- Complete suite of 33 audio and 17 MIDI VST effect processors, including PitchCorrect for vocal intonation correction and an extraordinary sounding AmpSimulator
- Over 700 instrument sounds for the included HALion ONE sample player and Prologue subtractive synthesizer
- AudioWarp system for time-stretching and pitch-shifting in real time
- MediaBay file and preset management system
- Streamlined score editing and printing feature set

Cross-platform for Windows and Mac OS X Universal Binary

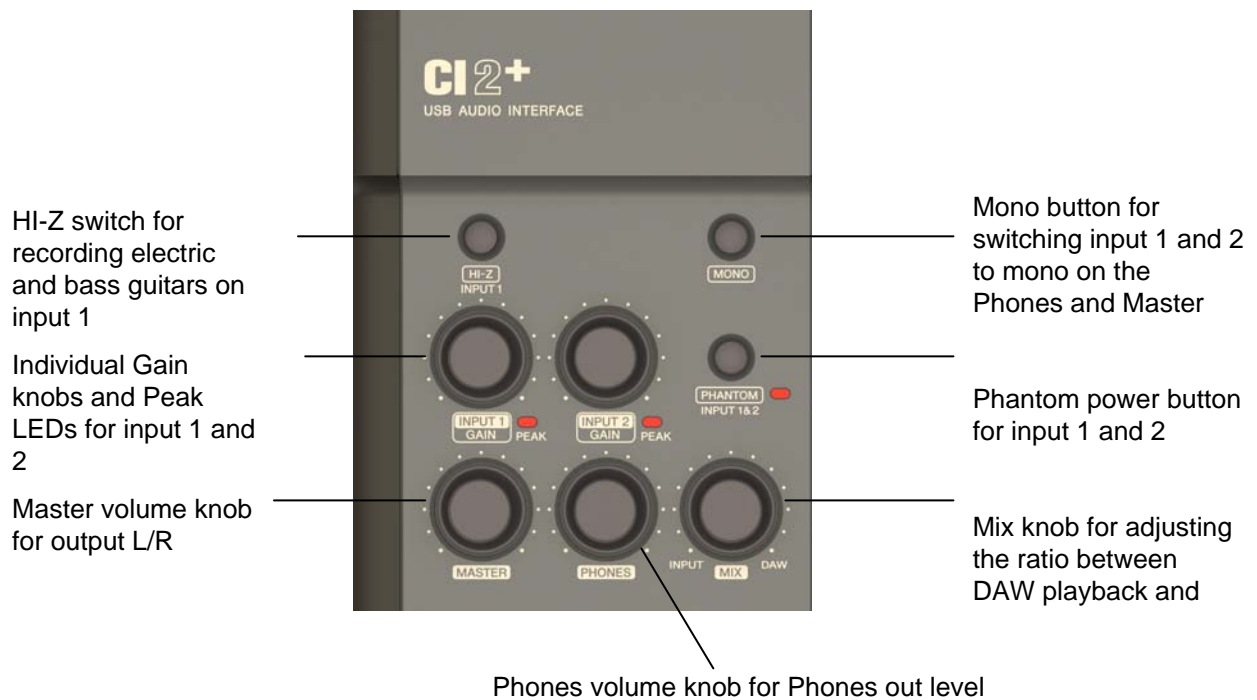
2 Product Facts

2.1 Product view

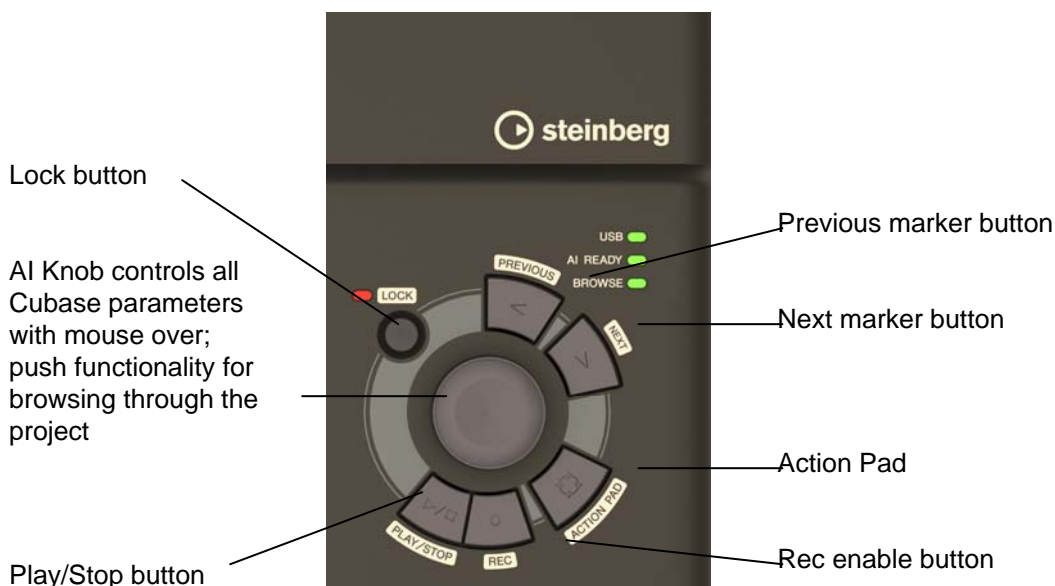
Console



Console's interface section



Console's controller section



Rear panel



- | | |
|-------------------------|--|
| 1. Kensington Lock | 5. Line output R (TRS/TS supported) |
| 2. USB port | 5. Line output L (TRS/TS supported) |
| 3. Footswitch connector | 6. Mic/Line input 2/R XLR combo jack |
| 4. Phones output | 7. Mic/Line input 1/L XLR combo jack with HI-Z |

3 Technical Specifications

Electrical characteristics

AD/DA		24 bit
Sample rate		48 kHz (max)
Gain		+60 dB (- 60 dB ~ -16 dB)
HI-Z switch	Input impedance	500 ohms
Frequency response		20 Hz – 20 kHz (-3 dB @ 1 kHz)
THD+N		0.05% (@ 1 kHz, output level: +4 dBu)
Dynamic range		96 dB (A-weighted)
Power consumption	USB (bus-powered)	5 V 500 mA 2.5 W

General specifications

Power requirements	USB-powered
Physical dimensions (H x W x D)	45.4 mm x 190 mm x 134.5 mm
Box dimensions (H x W x D)	86 mm x 270 mm x 180 mm
Net weight	720 g
Included accessories	CI2+ unit, Tools for CI2+ CD-ROM (Mac/PC hybrid), Cubase Essential 5 DVD-ROM (Mac/PC hybrid, also contains demo project), eLicenser USB dongle, activation code sheet, printed CI2+ operation manual (EN/DE/FR+JA), USB cable
Optional accessories	Yamaha FC5 (footswitch), Yamaha BMS10A (mic stand adapter)

Minimum system requirements

Macintosh	Windows
Mac OS X version 10.5.5, 10.6	Windows XP Home Edition (SP3) and XP Professional (SP3), Windows Vista, Windows 7
Power PC G5 CPU (Intel Core Duo CPU recommended)	2 GHz CPU (dual core CPU recommended)
1024 MB RAM	1024 MB RAM
1 GB of free HDD space	1 GB of free HDD space
Display resolution 1280 x 800 pixels	Display resolution 1280 x 800 pixels
DVD-ROM drive	DVD-ROM drive
USB component port for CI2+ connection	USB component port for CI2+ connection
Internet access required for license activation	Internet access required for license activation

For recommended systems, please refer to our website www.steinberg.net in the Support section under DAW Components.

4 Marketing and PR Support

Marketing theme for CI2+	“The plus factor”
Marketing theme CI family	“ The art of simplicity”
Sub-headline	“Your mobile recording & production studio”

RTM	June 1, 2010
FCS	August 2, 2010
Public announcement and web info online	July 1, 2010

The campaign

To make the product launch of CI2+ set for the beginning of the third quarter 2010 a memorable and particularly effective one it all starts with that one big idea. The product campaign not only comes with just such a big idea but includes the concept to convey it, which then can easily be adapted in multiple channels.

The plus factor!

This memorable and emotional theme allows us to create an image that sets CI2+ apart from the competition. The additional control functionality of CI2+ that allows more direct control of Cubase sets it apart from the standard audio interface and form the core message of the marketing campaign. It's not just that CI2+ is a small-sized USB audio interface but that it's so much more in many ways. It's also a smart AI controller deeply integrated with Cubase Essential 5 that assists the user in a smart and intelligent way. And; of course; together with Cubase Essential 5 it represents the smartest system solution for music recording and is the advanced version of the existing CI2 / Cubase AI 5 combination.

It's also fully featured, equipped with much more than just ordinary audio I/O capabilities. It comes with unique integration functionalities and a huge number of great Cubase plug-ins and functions.

It's not only that two functions are unified in one piece of hardware: interface and controller. Potential users are being offered the very best of two worlds — all in one small product. The best recording hardware, manufactured by Yamaha and the best recording software conceived and designed by Steinberg — all in one product.

By employing different marketing weapons throughout the campaign, we stand a good chance of hammering our message into the heads of each and every potential buyer out there on the market. Being in the front line, our promotional video highlights the simplicity of a no worry

recording solution standing apart of all competitors regarding simplicity of use and the depth of integration between hardware and software. A great system solution for everyone who wants to record his music, may it be a beginner or someone who has fear of contacts regarding using a DAW and a computer to record his music.

The art of simplicity!

Beside the individual campaign “The plus factor” for CI2+ the interface will be promoted in the CI family campaign.

This catchy theme allows us to create an image that sets the CI family consisting of CI1, CI2 and CI2+ apart from the competition. This campaign communicates that with any CI interface you buy you’ll get an easy to handle solution that is created according to your personal needs.

The promo is backed up by the web product presentation on our site, comprising an advanced banner ad made with Flash plus a new product page. The Flash banner calls attention to the campaign’s motto. As for the product page, it underlines the most important features first, presenting a very modern and young page layout including many visuals, such as animated screen captures and tutorial videos.

In conjunction with promo film and web appearance, further marketing supports may also be expected. On one side the print campaign which consists of a CI family based design.

On the other hand, a sales guide to provide product information and point-of-sale material like a acrylic sales display for Steinberg dealers, both of which will help to maximize sales output.

From Steinberg headquarters, Public Relations are in touch with media contacts throughout Europe and will be keeping them informed for the duration of the campaign. Here we are looking for support in maintaining and expanding our consumer contacts. To round it off, the artist team situated in Hamburg will be taking care of product pricing and ordering as well as running a personal hotline, working in close cooperation with a number of international artists to provide vibe and word-of-mouth propaganda throughout the music scene about the release.

Through an elaborate product presentation, CI2+ will generate huge interest by new customers, existing customers, the press and the music industry in general. The presentation shall communicate the simplicity and easiness that CI2+ and Cubase Essential 5 are providing as a start up recording solution.

PR actions

- Press release to magazines and Steinberg website
- Full PR support with reviews in all leading MI magazines and some special interest magazines
- Competitions in MI magazines

Marketing actions

- Special web coverage with Flash intro site
- New product page on the Steinberg website
- Print ads
- Print brochure
- This product guide and Sales guide
- Tutorial videos in YouTube style
- POS material TBD

Target group definition

- Hobbyist with very little knowledge of the MI market
- Plays guitar, bass, keyboard, etc. at home, or with friends (band)
- Wants to record music and owns a computer
- Likes technical gadgets and values aesthetic qualities
- Looks for an affordable price

CI2+ top 10 features

- A no-worry full-system solution to record music at an unbeatable price point
- Easy to use with the Project Assistant and the browse functionality — especially for beginners
- Interactive recording functionality allows hands-free recording with the optional footswitch and the optional mic stand adapter
- Advanced Integration system: totally integrated tactile control of the Steinberg Cubase range of production systems, maintaining complete focus on the project
- Ultra-precision AI controller knob: “point and control” support: controls any Cubase, FX or VSTi parameter using mouse-pointer selection for exhilarating speed
- Additional controller functionality with dedicated buttons
- AI-ready LED: when the LED lights up, the CI2+ is ready to go! Instant plug and play — no additional setup or parameter assigning required
- Two high-quality mic preamps with +48 V phantom power with a fully USB-powered audio interface giving total freedom of mobile recording elaborate
- Outstanding engineering and component quality: precision components, manufactured by Yamaha in Japan to exacting standards
- Mac and PC compatible: cross-platform support for Cubase on Mac OS X, Windows XP, Windows Vista and Windows 7

Unique Selling Points

- Instant plug-and-play with Cubase
- Interactive Recording, hands-free recording function
- Browse function & Project Assistant
- Ultra-precision AI Knob controls any Cubase parameter using mouse pointer selection
- Additional transport control buttons

5 Target groups

New customer

By putting the CI2+ USB studio and Cubase Essential 5 in one box, Steinberg is offering the ultimate entry-level recording system solution for guitarists, singers and electronic music producers alike. And with the featured Advanced Integration technology musicians are given aid during every step of the music creation process: from the first idea down to the final mix. Joining forces, the CI2+ and Cubase Essential 5 provides a host of tools to meet the individual demands of each and every user. To name but a few: the Interactive Recording mode for hands-free-recording is ideal for rock guitarists while the easy editing functionality of the AI Knob delivers a big plus to dance DJs and hip-hop producers. Recording vocal lines, last night's session in the rehearsal room or the latest 60-minute mix, using both CI2+ and Cubase Essential 5 is as easy as it gets — with outstanding audio quality, massive features, all at mind-blowing price!

Singer/songwriter

CI2+ and Cubase Essential 5 present the ideal tool kit for singers and songwriters looking to record vocal lines, preparing playbacks and creating entire songs. The +48 V phantom power of the CI2+'s two high-quality mic preamps provide all capabilities necessary to connect any dynamic or condenser microphone for recording vocal tracks.

Cubase Essential 5 also offers virtual instruments and sounds for creating professional-sounding accompaniments, such as playback for vocal exercises or even an entire demo. Various effect plug-ins for editing vocals such as a high-quality EQ, compressor and reverb are readily available and easy to control with the CI2+'s AI Knob. The PitchCorrect VST3 plug-in brings easy and automatic intonation control and scale correction of vocal and monophonic instruments. With the CI2+ and Cubase Essential 5, recording and editing the user strumming the accompanying harmonies with the guitar while singing the melody is really convenient. The CI2+'s interface comes with a footswitch connector enabling hands-free recording in Cubase Essential 5. Here the user has the choice between 14 different amp and 10 speaker cabinet emulations thanks to the AmpSimulator.

Guitarist

Guitarists benefit a great deal from CI2+ and Cubase Essential 5. The HI-Z input on the CI2+ is best suited for the guitar's characteristics, letting the user plug an electric guitar or bass directly into the CI2+ without the need for an additional DI box. The great-sounding AmpSimulator of Cubase Essential 5 provides different amp and speaker cabinet emulations and, together with the ToneBooster, fans of hard and heavy styles will find plenty of quality sounds to work with. One of the outstanding features provided by CI2+ and Cubase Essential 5 is the Interactive Recording mode, giving the user the absolute freedom to record a performance hands-free.

Electronic music producer

With CI2+ and Cubase Essential 5 combined into a single system, producers of electronic music will need to look no further for the perfect production kit.

In Cubase Essential 5, the Arranger function allows for defining different segments of the song and playing them back in any order — a great tool for those live electronic performances. With the Beat designer it has never been easier to get interactive with different grooves and variations. There's also the HALion ONE sampler player which covers a wide range of sounds from which each producer is glad to draw. Prologue the polyphonic subtractive synthesizer powered by VirSyn technology is fed by over 330 great-sounding presets covering a wide range of sounds. And this version of Cubase 5 can do so much more: with outstanding tools like more than 30 audio effects for sound designing and mixing no wishes are left unmet.

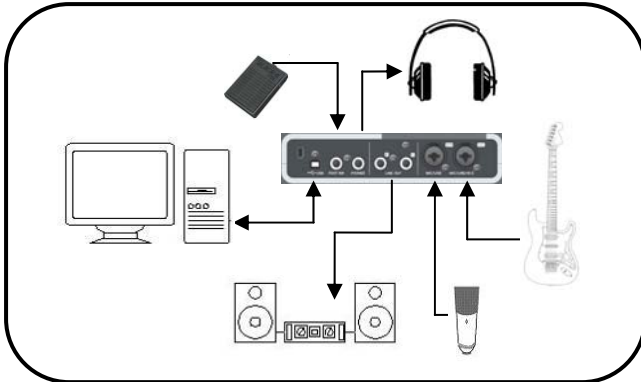
And with the great control functionality of the CI2+ editing audio material and adjusting parameters has never been easier.

Cubase owners

CI2+ is, simply put, the ideal low-cost hardware for any Cubase owner who needs to record vocals, instruments, keyboards, percussion or any other audio source and also wants to edit any project easily. The Advanced Integration technology used by CI2+ and Cubase alike provides a vast amount of functional enhancements not found in any other USB audio hardware. The Project Assistant expedites setting up a new project, saving precious time and allowing the user to put down ideas when inspiration strikes. With Interactive Recording Cubase users are now able to control basic Cubase functions with the tap of a foot so that both hands are free to perform impeccable music. The additional transport functionality and the AI knob is indispensable for any Cubase user wanting to improve his workflow. Cubase customers may also be motivated to purchase the CI2+ from the same trusted brand as Cubase. What's more, with all the additional functionality available exclusively to the Cubase owner, the price value of the CI2+ is much higher when compared to competing hardware units.

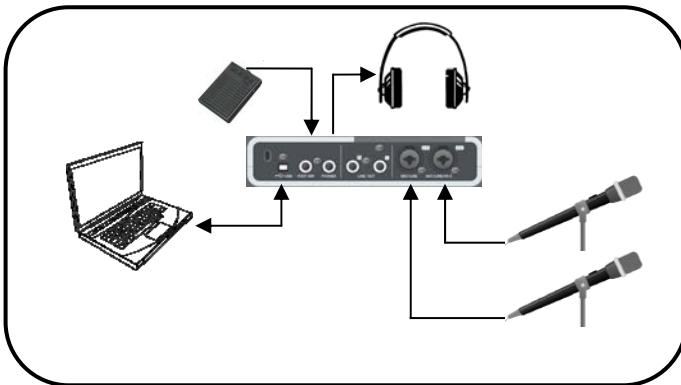
6 Setup and Use Case Examples

6.1.1 Desktop home recording studio



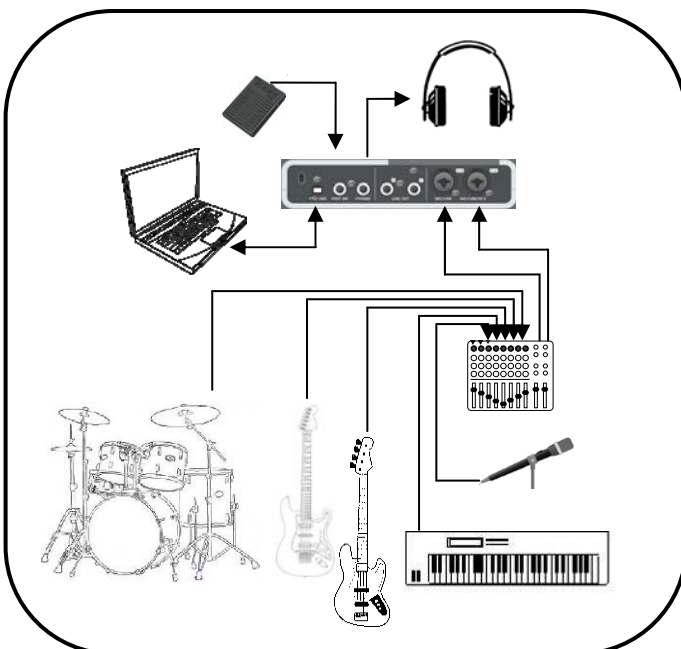
The CI2+ provides all the necessary inputs and outputs to record music at home or in a personal project studio. Not only is it possible to record two individual signals at once, such as vocals and guitar, but by operating Cubase with the optional footswitch connected to the CI2+, the user's hands are absolutely free to make music. And with true +48 V phantom power, the user can also use high-end large diaphragm condenser mics for studio-quality sound.

6.1.2 Mobile stereo live recording



Making a high-quality stereo live recording only requires a laptop, two top-notch mics and the CI2+. And since the CI2+ is fully USB-powered including its two +48 V phantom-powered mic preamps, there's really no need for an external power supply. The provided footswitch connector allows the user to control the recording functions via an optional footswitch, operating the system during the stereo live recording of the band's next gig, the choir's performance or the orchestra's concert.

6.1.3 Mobile band live recording



To make a professional sounding demo the user simply has to connect the CI2+ to the mixer desk available in the rehearsal room or live event and record in 24-bit/48-kHz stereo quality. With the included high-end effects of Cubase Essential 5, the user can then edit the recording later on, the CI2+'s AI Knob providing full control of any mixing and plug-in parameters within Cubase.

6.2 Use case examples

6.2.1 Guitar recording

- Easily record a guitar using Cubase Essential 5 and CI2+



One way of using both the CI2+ USB studio and Cubase Essential 5 is to record a guitar with “Interactive Recording”, which allows the user to record the guitar performance in just a few steps.

- The user connects the guitar to input 1 of the CI2+ unit, depresses the HI-Z button and adjusts the input gain.
- Now the user launches Cubase Essential 5 and opens the Project Template window using the AI Knob.
- A template needs to be selected for recording the guitar.
- Finally, the user depresses the Action Pad (or the optional footswitch) to start recording, using the hand-free recording feature.

6.2.2 Edit on Cubase

- Smart editing with the AI Knob and the additional control functionality



Another way to produce music is the editing of music with the unique AI Knob.

- The user simply has to move the mouse over any parameter of a plug-in, mixer or anything else in Cubase and can now easily adjust the value by turning the AI Knob.
- To access the Browse mode, the user depresses the AI Knob and selects from a huge number of great sounds and effects by turning and pushing the AI Knob.

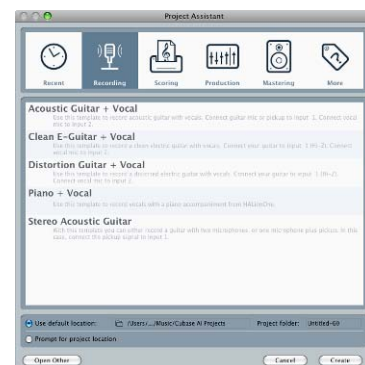
7 Features

7.1.1 Instant plug and play with “AI Ready” LED

CI2+ features full plug-and-play support, so there’s no need to add the parameters to Cubase, only the easy, one-step installation of a USB device. Once the CI2+ has been installed, Cubase detects the launched device and automatically embeds the CI2+ into the Cubase production environment. Visual feedback is provided through the “AI Ready” LED. When it lights up, CI2+ is ready to assume control. But instant plug and play is just one of the many advantages CI2+ has to offer as a fully integrated controller of Cubase, forming one exhilaratingly powerful hardware/software production system.

7.1.2 Project Assistant

The Project Assistant provides a wealth of ready-made templates for different styles and scopes like recording, mixing, producing and mastering. The templates contain the number of channels, effects, dynamics, amp simulators and channel inserts — tailored to the user’s particular needs. Creating customized user templates and integrating those into the Launch browser makes recording with a DAW software and audio interface just that easy. The user starts up Cubase Essential 5, hits the AI Knob and scrolls down the list of provided templates. The chosen template is selected by pushing the AI Knob a second time. A new project is created for the user with the necessary number of tracks, audio input and output routings, all effects, amp simulator, sounds and much more. Especially for CI2+, new plug-ins like the AmpSimulator and the ToneBooster have been added to Cubase Essential 5. The guitar is simply plugged into the input of the CI2+ and the user can start creating songs in a jiffy. Thanks to this assistant, initializing a Cubase Project from scratch even saves professionals a lot of time — and as we all know, time is money.



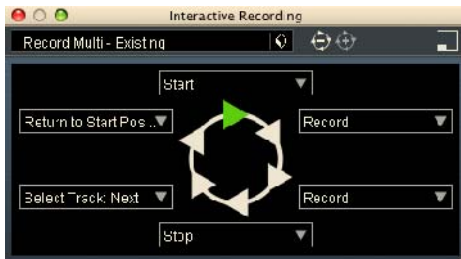
7.1.3 Browse function

The Browse function in Cubase helps the user in many different ways. The intelligent browsing system focuses on available files or sounds based on where the user is currently in the production process. By using the AI Knob on the CI2+ to select one of many project templates, track presets and other presets, there’s no more excuse for using the mouse extensively. The Browse function also allows the user to listen in on samples while browsing, without having to load them first. As you see, CI2+ supports the user throughout the entire project.



7.1.4 Interactive Recording

The Interactive Recording functionality allows a sequence of up to six transport functions. This sequence can be started and operated with the optional footswitch or the Action Pad on the CI2+, letting the user control Cubase Essential 5 hands free while playing an instrument and simultaneously getting a visual feedback from the Action panel in Cubase. The sequences can either be chosen from a list of templates or be customized by the user. The Interactive Recording function provides full freedom of movement, doing away with mouse operation in specific situations and, more importantly, helps to maintain the creative flow. The user can operate this functionality by the Action Pad or with the optional footswitch Yamaha FC5.



The optional mic stand adapter BMS-10A lets the user attach the CI2+ to a microphone stand and adjust it to the position that suits him or her best.



7.1.5 USB-powered

The CI2+ is powered by the USB technology on one's computer. This allows for simply connecting the CI2+ to a USB port. Even the +48 V phantom power for two microphones doesn't require an additional power supply.

7.1.6 AI Knob

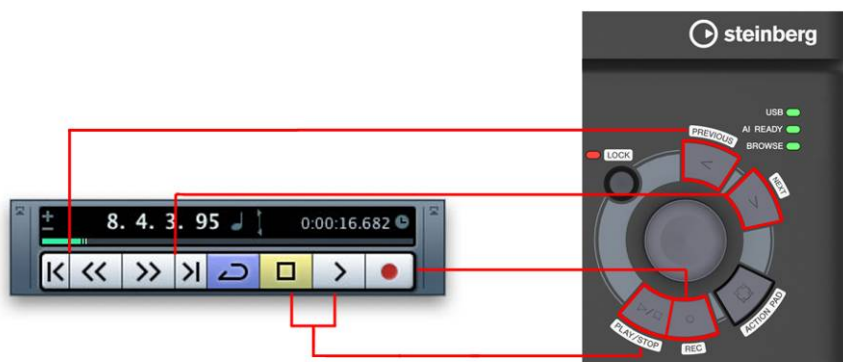
AI Knob section

One of the most innovative features of CI2+ is the revolutionary AI Knob, which is 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, any additional software module 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 AI Knob of the CI2+ controls all Cubase mixing parameters plus VST3 and VST2 plug-ins. On the CI2+, the user will find an enhanced version of the AI Knob featured on the CC121 Advanced Integration controller. The AI Knob on the CI2+ is also a push encoder that enables new enhanced functionality like the Project Assistant described later in this document.



7.1.7 Transport control functionality

The buttons “Next”, “Previous”, “Play/Stop” and “Rec” are additional buttons for transport control of Cubase. The “Previous” button moves the project cursor on Cubase to the previous marker position. When the browse mode is active the “Previous” button moves the cursor to the previous column. Holding down this button starts fast rewind. The “Next” button moves the project cursor on Cubase to the next marker position. When the browse mode is active the “Next” button moves the cursor to the next column. Holding down the button starts fast forward. Pressing the “Previous” button and the “Next” button simultaneously enables or disables the Cycle function on Cubase. The “Rec” button starts the recording in Cubase. The “Play/Stop” button alternately executes Play or Stop on Cubase. Double-clicking this button returns the project cursor on Cubase to the start position.



8 Cubase Essential 5 Overview

8.1 Creativity First

**The Cubase experience:
Finest tools for artists**



**Defining industry standards for
25 years**

In 1984, Steinberg was founded on an ideal: to help artists to make music in ways that put their creativity first, and using technology that almost anyone could afford. Since then, Steinberg has developed some of the most successful music products and technologies including Cubase, the world's most popular software for composing, recording and mixing music.

Building on 25 years of experience in music technology, the Cubase 5 series yet again sets new standards in usability, creativity and sheer functional depth. Our motivation is to produce the most intuitive music production software in the world, in a way that best supports the most important aspect of artistic endeavor: creativity.

Since its foundation Steinberg has constantly pushed back the boundaries of what is possible in digital audio. The advanced technologies included in Cubase Essential 5 offer flexible, cost-effective and intuitive ways of realizing the artists' full creative potential. Steinberg's experience in developing highly performing cross-platform applications gives Mac and Windows PC users the option to enjoy Cubase on the hardware of choice.

VST3: The latest version of the Steinberg industry standard Virtual Studio Technology



The leading Virtual Studio Technology (VST) standard, developed by Steinberg, creates a full, professional studio environment on your PC or Mac and allows the seamless integration of virtual effect processors and instruments right into the sequencing software. The revolutionary VST standard recently reached a new stage with the release of VST3, a groundbreaking new version with a host of new capabilities, including side-chaining, dynamic I/O management and enhanced CPU efficiency.

VST Sound: The Steinberg universal media management format



VST Sound, the universal media management format by Steinberg, is a fundamental part of VST3, the latest version of the Steinberg industry standard Virtual Studio Technology.

By supporting VST Sound, plug-ins and instruments from third party manufacturers can be directly integrated into MediaBay — the media management system used in host applications from Steinberg. This integration makes the entire process of finding and working with any form of media file including audio, loops, VSTi presets, videos, MIDI parts and Track Presets, much faster and simpler.

ASIO: The Steinberg low-latency, high-performance



audio standard

The Audio Stream Input/Output (ASIO) architecture forms the backbone of VST. ASIO addresses any needs a professional audio recording solution might have. It does this by supporting variable bit depths and sample rates, multi-channel operation and synchronization. As a result, the user gets low latency, high performance, easy set up and stable audio recording within VST.

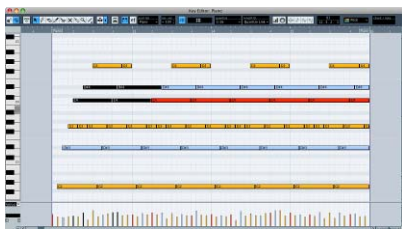
The entire system becomes controllable and offers complete and immediate access to the audio system's capabilities. Since its introduction, ASIO has become a supported standard by many leading audio hardware manufacturers — for good reason.

8.2 Creative composing and sequencing

Intuitive music notation and professional MIDI sequencing has never been easier

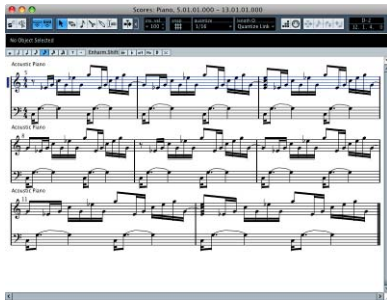
Cubase Essential 5 includes the most intuitive MIDI sequencer available. Based on 25 years of experience in developing easy-to-use editing and powerful composing features, Cubase Essential offers perhaps the most functionally complete MIDI composing and sequencing toolset on the planet. Steinberg's development philosophy is constantly focused on the creativity of musicians, composers and producers, resulting in a MIDI environment that is not only technologically advanced but highly intuitive and instantly accessible for anyone. Steinberg has pioneered many aspects of MIDI sequencing on a computer, and tools such as the Key, Score, Drum and List Editors have become indispensable to modern music production.

Key Editor



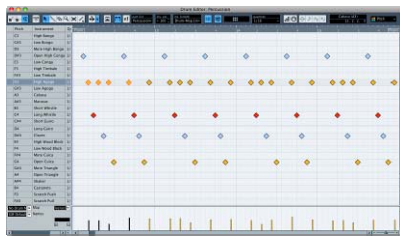
At the heart of MIDI sequencing in Cubase is the Key Editor, which offers a practically peerless functional wealth of MIDI tools that open up almost limitless possibilities for songwriters and composers. The Key Editor is a breathtakingly powerful yet transparent where melodies, chords, arrangements and performances take shape, and where ideas are sketched out, developed and taken to their full potential. Entering, cutting, moving and transposing individual notes or whole chords, editing any of the hundreds of MIDI parameters available or reworking even the most subtle nuances of a MIDI performance are just some of the tasks for which the Key Editor has been developed and refined continuously by Steinberg for over two decades. With the In-place Editing function, you can also process MIDI parts directly in the Project window in context with other tracks.

Cubase also offers other editors specifically engineered for other MIDI-oriented musical tasks:



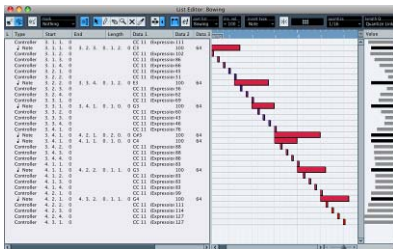
Score Editor

The Score Editor in Cubase Essential is a streamlined and simplified, yet powerful notation environment derived from bigger Cubase versions. Completely integrated within Cubase Essential lets the user view and edit music in the form of scores. A few clicks are all it takes to adapt the view to show recorded MIDI performances correctly and print them on demand for others including soloists, orchestras and choirs. Handy functions such as display quantization and transposition make this task even easier.



Drum Editor

The Drum Editor is a highly intuitive yet powerful window for constructing and reworking beats, rhythms and grooves, offering a plethora of features to find the perfect rhythm for that one song or production. It was specially developed for drum sequencing tasks — complete drum tracks can be easily created here with only a few mouse clicks. An individual drum map can be created for each instrument in the project.



List Editor

The List Editor is a powerful MIDI editing tool that gives fast access to every single aspect of a MIDI note, and can be a huge timesaver in complex projects.



VST MIDI plug-ins

To inspire even further, Cubase Essential now includes an even bigger set of VST MIDI plug-ins that takes compositions to the next level, with their vast array of additional tools to manipulate MIDI information in any project.

The new Cubase Essential 5 version includes not only all-new plug-ins such as MIDI Monitor, Apache SX, Context Gate or the creative Beat Designer, but all MIDI plug-ins in Cubase Essential 5 have a redesigned user interface. Additionally, several plug-ins offer minor enhancements over previous versions, such as Chorder with its Learn function.



Beat Designer

Getting interactive with different grooves and variations has never been easier: in the twinkling of an eye Beat Designer organizes several patterns in customizable banks and can trigger each of them in real time, all synced to Cubase with a MIDI keyboard. These banks can be previewed with the corresponding drum kit directly from MediaBay!

8.3 Peerless recording and editing



At Steinberg, the wealth of engineering experience in digital audio stretching back over two decades provides the basis for a new generation of capabilities for recording and editing in Cubase Essential 5. With its emphasis not only on technology and precision but also on user friendliness, usability and ergonomics, Cubase Essential 5 provides the user with all the tools needed to record and edit with peerless precision and speed. At the same time, Cubase Essential 5 is easier to use than ever before.

Next-generation audio engine

The award-winning Steinberg Audio Engine delivers a crystal-clear 32-bit floating-point resolution and 96 kHz sample rate, with a pristine sound quality that is the hallmark of the Cubase Essential 5 music production experience. Steinberg's VST3 standard is also supported by Cubase Essential 5, with many additional features including dynamic I/O assignment for plug-ins that automatically adapts to the track or mixer channel the plug-in is inserted on.

Convenient recording

Cubase Essential 5 is the ideal music recording environment, tailored for a smooth and creative recording workflow that is as fluid and seamless as it is powerful. Convenient recording capabilities such as Retrospective Record, assure that no take ever gets lost because record mode wasn't engaged in time. With the exemplary FX handling any VST plug-in can be used for monitoring while the untouched, pristine signal is recorded in Cubase. The intuitive user interface supports even the largest recording rigs, with easy-to-use folders, customizable Track views and custom color schemes for Tracks that differentiate track types at a glance. Handling inputs and outputs in Cubase is effortless: the VST Connections window doesn't only setup custom I/O setups and customize port names but also switch between different I/O setups on the fly.

A huge range of additional functions engineered to accelerate recording workflows are also included in the latest version of Cubase. When preparing a band recording sessions with higher track counts, the new Arm/Disarm All Tracks function speeds up handling of large recording setups. To prevent accidentally disabling the record button when recording, the new Lock Record function can be set using a key command. And the new Remaining Record Time display keeps the user up to date on how much recording space is actually left on the system, letting the user keep a watchful eye over valuable hard drive space and helping to plan recording sessions accordingly.

Sample Editor



The Cubase Sample Editor offers almost limitless creative freedom while editing audio. A full editing toolset provides a huge range of functions that not only cover common editing tasks right down to the sample level. The Cubase Essential 5 loop functions are a boon for anyone using loops in their project, including fully automatic hit-point recognition, excellent beat-slicing and the extensive yet intuitive Audio Warp tools.

Whether the user wants to adapt drum loops to the song tempo, transpose and time-stretch instrument passages or audio loop cuts, any of the myriad audio processes or the included next-generation VST3 plug-ins can be applied: Cubase Essential 5 is the creative production environment for fast, intuitive and qualitatively outstanding audio tools that allow the user to manipulate audio in almost any way imaginable.

8.4 Pure mixing



Polishing the mix with the most advanced mixing engine available

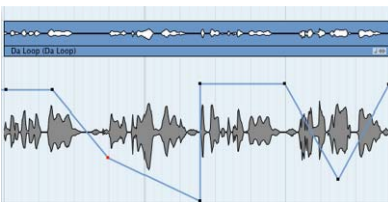
The 32-bit floating-point mixing engine in Cubase Essential 5 has been engineered to deliver so much more than just a sumptuous smoothness and depth to any mix. For a smooth yet powerful mixing workflow that supports creative artistry, high levels of configurability and flexibility to adapt all those powerful tools to the individual workflow are also required.

Mix like professionals



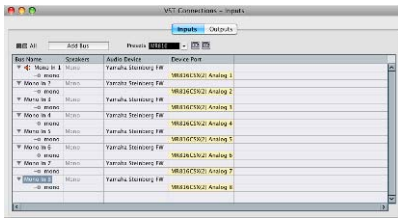
With 32 physical inputs and outputs, 8 insert effect slots per channel, 8 FX send and return channels as well as 256 groups/busses and an unrivaled routing between audio channels, buses, groups and FX returns mean that Cubase Essential 5 is fully equipped to master even demanding situations, like the recording of a whole band. The system-wide automatic latency compensation synchronizes all audio streams in your system automatically.

Full automation



Cubase automation handling is known for its quick access to all automation functions. Thanks to the quick learning curve, its transparency and flexibility, Cubase Essential 5 provides musicians with the capability to set up a complete automation within minutes and control the session clearly.

Free routing



Cubase Essential 5 gives the user complete freedom when routing audio in the project. The routing capabilities allow totally unlimited routing between group channels regardless of their order and support sending from groups to FX returns as well as from FX returns into group channels. For even more flexibility, audio tracks cannot only send signals into groups and FX returns with help of the pre fader sends, but also patch signals post fader from the output tab to group channels and FX returns.

Instant store and recall



The unique Track Presets system lets the artist store, recall and archive track settings for just about any audio track or VST instrument for almost instant recall through the MediaBay.

Made for musicians

Cubase Essential 5 provides a complete mixing environment that not only lets the user produce stunning mixes, but allows for tailoring mixing workflows to suit the personal artistic and creative vision.

8.5 Outstanding effects



Cubase Essential 5 comes with an impressive arsenal of 33 high-quality VST effect processors right out of the box, including EQ, Dynamics, Modulation, Reverb, Filters, Distortion and special effects. More than 800 great-sounding presets, which really allow experiencing the excellent quality of these effects from the first moment on are waiting to be explored.

Here is a complete overview of the included suite of real-time audio effect and tool processors:

EQ:

Standard Channel EQ

Full four-band parametric control with variable band-width and shelving modes.



Filter:

Dual Filter

A classic dual low- and high-pass filter with resonance: filters out certain frequencies while allowing others to pass through.





Step Filter

A pattern-controlled multimode filter that can create rhythmic, pulsating filter effects. Supports up to 16 steps for individual settings of cutoff-frequency and filter resonance.



WahWah

Typical wah-wah pedal modeling effect which can emulate favorite wah-wah pedals. Features parameters for frequency range, filter width, and gain range.



Dynamics:

VSTDynamics

This is the VST3 version of the classic VST Dynamics multi-effect plug-in. Combines Compressor, Gate, Limiter and Soft Clipper with flexible routing capabilities.



Limiter

Straight-forward low-distortion limiter with auto-release; puts a “hard ceiling” on any signal, and is also suitable for the master stage.



Gate

Flexible gate with independent attack and release controls, auto-release, a side-chain input filter for ducking effects, as well as a “live” mode for low-latency use.



MIDI Gate

A Gate effect that is not triggered by threshold levels, but instead by MIDI notes. Silences audio signals depending on incoming MIDI notes and their velocity.



Chopper

A combined tremolo and autopan effect which can use different waveforms to modulate the level (tremolo) or left-right stereo position (pan), either using tempo sync or manual modulation speed settings.



Distortion:

AmpSimulator

Guitar amp simulation with speaker simulation. Features exciting sound possibilities thanks to a total of 14 different amp and 10 speaker cabinet emulations to choose from. Additional controls resemble a classic guitar combo. Also suitable for bass. May be used in combination with the ToneBooster if the guitar lacks output gain.



ToneBooster

Simple volume booster with a variable filter stage for tone control. Simulates classic stomp boxes like Range Booster. Very useful in combination with AmpSimulator to adjust output volume from low-level output instruments.



Distortion

Distortion can add a nice palette of crunch effects to any track.



DaTube

Simulates the characteristic warm, lush sound of a tube amplifier.



Bitcrusher

The perfect tool for getting into lo-fi sound. Offers the possibility of decimating and truncating the input audio signal by bit reduction, to get a noisy, distorted sound.



Grungelizer

Adds noise and static to recordings — kind of like listening to a radio with bad reception, or a worn and scratched vinyl record with a mangling distortion effect.



Reverb:

Roomworks SE

A new “light” version of appraised Roomworks reverb by Steinberg. Great sound — low on CPU load.



Modulation:

Chorus

A single stage chorus effect with filters.



Flanger

Powerful flanger with editable Lo/Hi Range, a filter stage, manual mode and a spatial parameter for multi-channel modulation offsets.



Phaser

Classic phaser with variable filter stage, manual mode, tempo sync and a spatial parameter for multi-channel modulation offsets.



Tremolo

Classic tremolo effect with optional tempo sync and a spatial parameter to add multi-channel modulation offsets.



Vibrato

Classic vibrato effect with optional tempo sync and a spatial parameter to add multi-channel modulation offsets.



AutoPan

Automatic panning effect with adjustable width, rate, two wave shapes; features tempo sync.



Rotary

Rotor speaker cabinet effect with very powerful editing capabilities. Features independent Lo/Hi cabinet control, overdrive, slow/fast/stop modes.



Tranceformer

A ring modulator effect, in which the incoming audio is ring modulated by an internal, variable frequency oscillator, producing new harmonics. A second oscillator can be used to modulate the frequency of the first oscillator, in sync with the Song tempo if needed.



Ringmodulator

Can produce complex, bell-like enharmonic sounds by multiplying two audio signals. The ring modulated output contains added frequencies generated by the sum of, and the difference between, the frequencies of the two signals.



Metalizer

Feeds the audio signal through a variable frequency filter, with tempo sync or time modulation and feedback control.



Delay:

MonoDelay

Monophonic delay processor with filter stage and tempo sync. The Steve Reich of delays.

PingPongDelay

A mono delay with automatic L/R bounce for the classic ping-pong delay effect. Also features a filter stage and tempo sync.



Spatial:

MonoToStereo

Can create a pseudo-stereo signal from any mono source. Also includes controls for “color” and “delay”.

StereoEnhancer

Can enhance the stereo width of a stereo input signal. Features controls for “color” and “delay” to further enhance the effect.



Pitch:

PitchCorrect

Designed for vocal and solo instrument recordings, the new PitchCorrect VST3 plug-in brings easy and automatic intonation control and scale correction of vocal and monophonic instrument recordings to Cubase.



Octaver

Sub-octave pitch shifter creates two additional signals, one and two octaves below the input signal, each with variable level.



Tuner

This tuner plug-in is used to detect the notes played on musical instruments picked up and fed through Cubase. This allows the musician to adjust the instrument's pitch.



Mastering:

UV22 HR

The UV22 HR is a dithering plug-in, based on an advanced algorithm developed by Apogee.

8.6 Premium instruments and content

Included VST instruments



Innovative instruments that put creativity first.

Cubase Essential 5 delivers two exceptional rich virtual instruments right out of the box: the new Prologue subtractive synthesizer is added to the already impressive HALion ONE. Each comes ready to play with a total of over 700 fantastic preset sounds.

HALion ONE

HALion ONE is a special player version of HALion, the VST sampler, and comes with hundreds of ready-to-use instruments which can be shaped to user's taste with the eight intuitive QuickControls.

Delivered with sample-content taken from Yamaha's award-winning Motif synthesizer workstation, HALion ONE comes with more than 370 great-sounding ready-to-play sample-based instruments and 58 drum kits.

The sound library also includes a complete General-MIDI Sound-Set. Standard MIDI files can be imported and played directly using HALion ONE's GM Sound-Set by simply dragging a MIDI file into Cubase.



Prologue

Prologue is a polyphonic subtractive synthesizer with great-sounding multi-mode variable resonance filters, powerful modulation capabilities and cranking onboard effects.

Powered by VirSyn technology, this punchy virtual analog synthesizer is fed by over 330 great-sounding presets covering a wide range of sounds from traditional analog to indescribable.

The intuitive user interface in Prologue provides full editing capabilities with access to its three oscillators, powerful multi-mode filter, four envelopes, two LFOs, a powerful modulation matrix, and on-board effects.

9 Competitive Comparison Chart

Competitive landscape

Feature	M-Audio	Lexicon	Tascam	Line6	Alesis	EMU	Digidesign	Steinberg
Hardware part	Fast Track Pro	Omega	US-144	Pod Studio	IO/2	0404 USB	Mbox2 Mini	CI2+
Inputs simultaneously	2	4	2	2	2	2	2	2
Outputs simultaneously	4	2	2	2	2	2	2	2
Microphone inputs	2 XLR	2 XLR	2 XLR	2 XLR	2 XLR	2 XLR	1 XLR	2 XLR combo
Line Inputs	2 TRS	4 TRS	2 TRS	2 TRS	2 TRS	2 TRS	2 TRS	2 TRS
Analog outputs	2 TRS, 4 RCA	2 TRS	2 RCA	2 TRS	2 TRS	2 TRS	2 TRS	2 TRS
Instrument Inputs with HI-Z	2 TRS	1 TRS	1 TRS	2 TRS	2 TRS	2 TRS	2 TRS	1 TRS
+48V phantom power	2	2	2	2	2	2	1	2
Phones output	1 TRS	1 TRS	1 TRS	1 TRS	1 TRS	1 TRS	1 TRS	1 TRS
USB-powered	Yes	No	Yes	Yes	Yes	No	Yes	Yes
Resolution	24 bit/ 96 kHz	24 bit/ 48 kHz	24 bit/ 96 kHz	24 bit/ 48 kHz	24 bit/ 48 kHz	24 bit/ 192 kHz	24 bit/ 48 kHz	24 bit/ 48 kHz
Footswitch connector	No	No	No	No	No	No	No	Yes
Hardware latency-free monitoring	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
AI Knob	No	No	No	No	No	No	No	Yes
Transport buttons	No	No	No	No	No	No	No	Yes
Hands-free recording	No	No	No	No	No	No	No	Yes
Browse function	No	No	No	No	No	No	No	Yes
Interactive Recording	No	No	No	No	No	No	No	Yes
MIDI	1in, 1out	1in, 1out	1in, 1out	No	1in, 1out	1in, 1out	No	No
Software part	Ableton Live Lite 5	Cubase LE	Cubase LE	Ableton Live Lite 7	Cubase LE	Cubase LE	Pro Tools LE	Cubase Essential
Physical In/Out	2 stereo	8	8	2 stereo	8	8	18	32
MIDI Tracks	Unlimited	Up to 64	Up to 64	Unlimited	Up to 64	Up to 64	Up to 256	Unlimited
Playback of audio track	64	48	48	64	48	48	Up to 48	64
Instrument Tracks	8	8	8	8	8	8	Up to 48	Unlimited
VST Instrument slots	2	0	0	2	0	0	Up to 48	16
Number of VST audio effect plug-ins	23	22	22	23	22	22	70	33
Number of instrument sounds		25	25		25	25	7+	706
SRP €incl. 19% VAT	249 €	315 €	195 €	236 €	189 €	299 €	339 €	339 €
Street Price incl. 19% VAT	185 €	165 €	155 €	189 €	125 €	189 €	275 €	299 €
Market entry	Jan 06	Feb 04	Oct 06	Nov 08	Dec 05	Sep 06	Nov 06	Sep 09