

Best Service interviews Heavyocity about GRAVITY

Could you please introduce yourselves and your company?

Sure! Heavyocity is a developer of award-winning virtual instruments for professional composers and sound designers. We're led by our three partners and lead sound designers Neil Goldberg, Dave

Fraser and Ari Winters – who have been credited composers for movie trailers, television and video games for more than 15 years now. We've been producing and developing virtual instruments for about seven years – including several that we believe have become standards in the industry (EVOLVE, DAMAGE, AEON). GRAVITY: Modern Scoring Tools is our most recent, and most ambitious, release to date. It's a groundbreaking hybrid cinematic instrument that delivers over 12GB of production-ready instruments in an inspiring new interface. It's been about 18 months in the making, and we are really happy with how it came out.

When did you realize it was time to go back to your (evolve) roots and why did it take you so long

Since the release of Evolve, we've been known for an aggressive, unique cinematic sound. And as working composers and sound designers, we love that sound, but we're always looking to push the envelope forward and break new ground. We feel like we were really about to do that for our last percussion releases (DM-307 and the Master Sessions series), but following those two we thought the time was right to circle back to what started it all. We feel GRAVITY answers the call for the composers and sound designers who love what we've done in the past, but wanted more. We didn't want to release "more of the same", so the challenge was to reinvent our sound to be exciting and new, something that echoes the trends of today's modern scores, but does it in a way that is uniquely Heavyocity. GRAVITY is the product of that challenge.

What makes gravity shine compared to your competitors

Well for starters, we feel that it's the quality of the sounds and samples we captured for the instrument. While we always pay great attention to detail when capturing the sound sources,



it's the manipulation, layering, tweaking, mangling and mastering that distinguishes the Heavyocity "secret sauce" from other virtual instrument developers. We've pushed the boundaries of our previous releases and re-defined our approach for GRAVITY.

There's also some of our new features that make GRAVITY really shine! Our big new addition in this release is our MOTION feature, which takes the already unique sounds of the instrument and makes them even more dynamic. From smooth, tempo-synced swells and rhythmic pulsing motifs, to complex stutters and glitch effects, MOTION delivers fully customizable control of volume, pan, and pitch modulation...and it all can be triggered on the fly. GRAVITY also features customizable Risers, something we're including for the first time in a Heavyocity instrument. We presented them in three layers; Organic, Synth, and FX and each can be stacked simultaneously with length/timing and tempo-sync options. GRAVITY is definitely the most dynamic instrument we've ever released, so we think it shines pretty bright compared to other virtual instruments out there.

Gravity offers a plethora of sounds and features. how hard is it for the user to be creative?



Not hard at all! We developed GRAVITY to accommodate a variety of workflows. Artists under tight deadlines who really just need a workhorse can simply load presets and start composing. They'll find a wealth of finely crafted instruments to inspire their creativity. For those into tweaking and customizing the sound, GRAVITY offers an array of controls, including per channel (and sound) ADSR, advanced filtering with LFO controls, per channel (and sound) EQ, and a Master FX section. The Master FX contains choice Convolution reverbs,

synced stereo delay, distortion and chorus to get you started, then there's the signature Punish and Twist knobs to add more character and aggression to the sound. But we're super excited about the all-new MOTION feature, which takes the already unique sounds and makes them even more dynamic. From smooth, tempo-synced swells and rhythmic pulsing motifs, to complex stutters and glitch effects, MOTION delivers fully customizable control of volume, pan, and pitch modulation...and it all can be triggered on the fly. Needless to say, it's a new feature that we're really happy with.

Want to tell us little bit about your next big thing?

Nope. Haha. We're not saying anything.

Thanks a lot for this interview

- for Heavyocity: Ari Winters
- for Best Service: Wolfgang Wanko