# UJAM Introduces Subcraft: Unlock the Dark Arts of Sub-Bass Mastery

**Berlin, Germany, October 10, 2024 — UJAM, a leading innovator in virtual instruments and effects, is thrilled to announce the release of Subcraft. This cutting-edge sub-bass plugin is designed to solve one of the most complex challenges in modern music production: delivering consistent, powerful sub-bass across any speaker system.**

**Modern Bass Magic**

In today’s music production landscape, whether in hip-hop, electronic, or pop music, sub-bass is crucial — but notoriously difficult to mix. Producers often find their bass disappearing on small speakers or overwhelming larger ones. Subcraft tackles this challenge by delivering perfectly balanced, phase-aligned sub-bass tones that retain their presence across all playback systems, eliminating the need for complex EQ adjustments or additional effects.

“Subcraft was created to take the guesswork out of mixing sub-bass,” said Adam D’Agostino, Product Manager at UJAM. “We’ve engineered every bass tone to maintain its power and clarity, allowing producers to focus on creativity rather than endlessly tweaking their low end.”

**Unleash the Depths of Tomorrow**

At the heart of Subcraft is the Bass Terrain, an intuitive, interactive XY pad that lets users explore a wide range of sub-bass tones with just a drag of the mouse. Whether you're looking for deep, resonant lows or more textured, harmonic tones, the Bass Terrain provides endless sonic possibilities. And with intelligent randomization features, Subcraft ensures that no two bass sounds are ever the same.

**Key Features of Subcraft**:

* **Proprietary auto-mixing DSP:** Guarantees consistent bass definition across all playback systems.
* **Integrated sub-bass and kick drum engine:** For seamless sound design and low end control
* **Interactive Bass Terrain:** For intuitive sound shaping and exploration.
* **Intelligent randomization:** For unlimited creative possibilities.

**Availability**

Subcraft will be available for purchase and download on October 10th, 2024, via [UJAM’s website](https://www.ujam.com/?gad_source=1&gclid=Cj0KCQjwu-63BhC9ARIsAMMTLXTanKD3pBjqsMd7tYSAoG6ikt231LNesb4tQuLhScIWBgYhI8u1YcAaAuJSEALw_wcB) and authorized dealers.

**About UJAM**UJAM was co-founded by Hans Zimmer and Pharrell Williams, both musicians whose careers have been significantly supported by technology. The vision behind UJAM is to make technology even more accessible and encourage even more people to make music.

This vision is being realized by a team of virtual instrument pioneers who had previously developed legendary virtual instruments from Steinberg and Digidesign — from Steinberg Hypersonic to Virtual Guitarist, from Digidesign Xpand to Transfuser — and who finally want to realize their vision of shortening the path from the idea to the perfect track. More fun, better results, less complexity.