

**Harrison Audio Returns to the NAMM Show with 32Classic**

**Mixing Console and Brand New Additions to its Analog Lineup**

*Following the launch of its 32Classic analog console, Harrison to unveil a suite of new products*

*and preview the forthcoming Mixbus V10 update at The 2024 NAMM Show – not to be missed!*

 **Anaheim, CA, January 9, 2024 – Legendary console manufacturer and software developer Harrison Audio [Booth 18301] announces its return to the NAMM Show, to be held at the Anaheim Convention Center between January 25 and January 28. During the exhibition, Harrison will showcase its new 32Classic analog console, following its highly successful unveiling at the 2023 AES Show in New York City. Also, Harrison will be revealing several new additions to its analog product lineup and previewing the forthcoming Mixbus V10 update.**

*Gary Thielman, President of Harrison Audio LLC, expressed, "We're excited to reconnect with the music industry as Harrison returns to the NAMM show in 2024. At the event, we will not only showcase our new 32Classic console; but we'll also unveil several significant new products for the year. Harrison Audio has had an amazing legacy in this industry for over fifty years, and we're eager to inspire a whole new generation of artists, producers, and engineers. We're looking forward to seeing you at the NAMM Show!"*

**32Classic console**

Developed from Harrison's 50-year legacy in analog console design, the 32Classic Mixing Console is a 32-channel in-line/split-recording console perfectly suited for both high-end commercial studios and private production facilities. With a DAW-compatible frame and premium componentry throughout, the 32Classic is able to accommodate a variety of ‘traditional’ and modern ‘hybrid’ workflows. Its 32 mono mic/line channels, classic 32C four-band parametric EQ with variable high-pass and low-pass filters and other built-in modern features — such as 64 channels of built-in, high-end AD/DA conversion, 12 wide (7.1.4) ATMOS monitoring and a Dante AoIP interface — make the 32Classic an integral part of a modern mixing environment or a classic tracking room. To book a personalized demonstration of the 32Classic and hear first-hand its beautiful analog tone, please visit the Harrison NAMM 2024 events page.

**Mixbus V10 preview**

Harrison will be previewing its forthcoming Mixbus V10 update at NAMM Show 2024. V10 significantly enhances Mixbus’ signature analog-style mixing with new premium processing tools, while also adding new workflows for immersive audio/Dolby Atmos production. Stop by the Harrison booth and get up-to-speed on what is on offer in the forthcoming Mixbus V10 update.

**More to come in 2024**
Harrison is set to continue its legacy into 2024 and beyond with exciting new additions to its analog product line. Delivering key processing tools from Harrison’s premium console technology, the forthcoming range will make the legendary Harrison sound accessible to a wider audience of creators and producers. Stay tuned for forthcoming announcements at NAMM show 2024.

To find out more or book an appointment with Harrison at the NAMM show 2024, please visit the events page: <https://harrisonaudio.com/events/namm-show-2024>

**About Harrison**

​Harrison has been designing and manufacturing audio mixing consoles in Nashville, Tennessee (Music City, USA) since 1975. The company's products serve the markets of music recording/mixing, international film and television sound production, audio post-production, and broadcast audio. Over the past 50 years, Harrison's production tools have helped world-renowned artists create some of the most recognized and celebrated music in history.

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