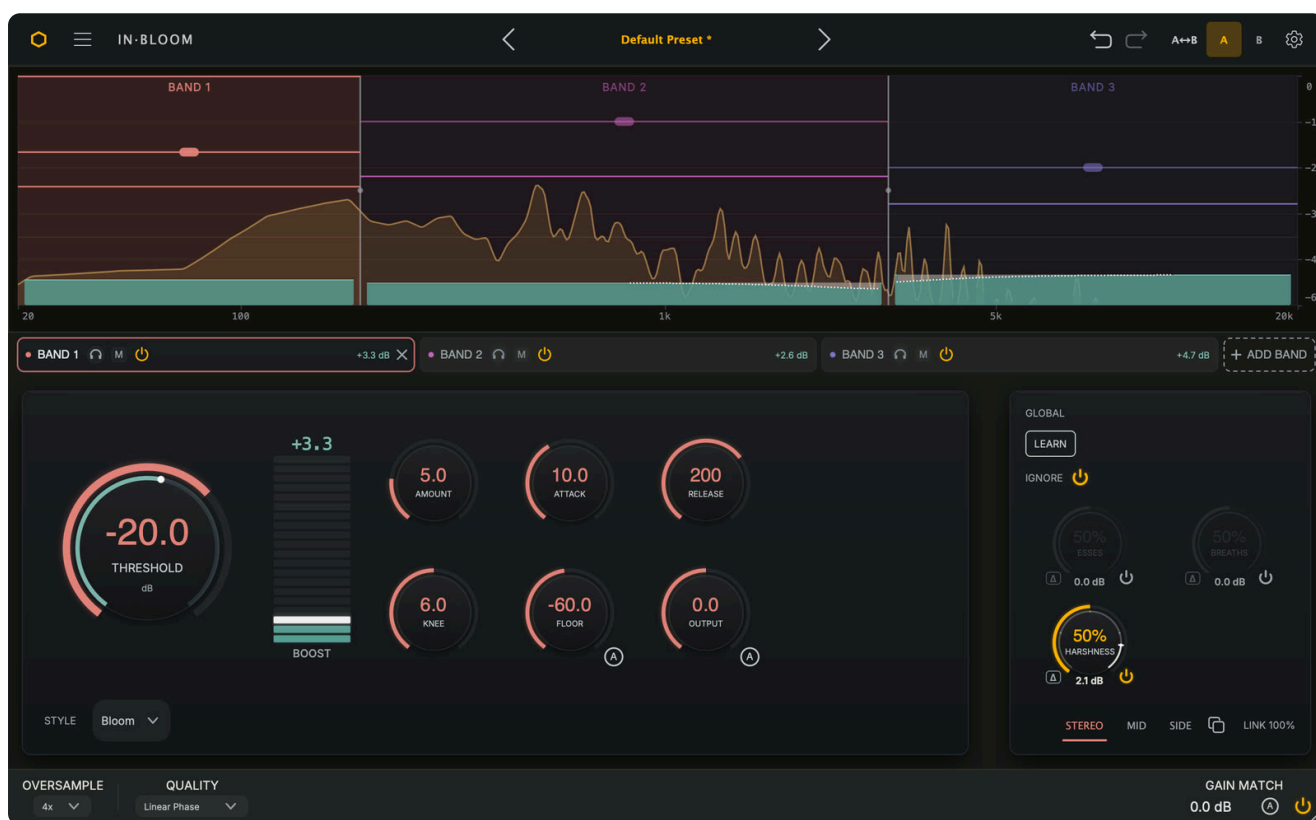


FOR IMMEDIATE RELEASE

SoundHive releases In Bloom, a multiband enhancer built on three proprietary styles of upward compression

Bloom, Detail, and Inflate each lift the quiet detail in a sound in their own way, band by band, while Ignore and Floor keep essses, breaths, harsh frequencies, and noise out of the lift



In Bloom 1.0. High-resolution screenshots, the product film, and logos are in the press kit.

United Kingdom, October 16, 2026. SoundHive today released In Bloom 1.0, a multiband enhancer for mixing and mastering. Underneath, In Bloom is a proprietary upward compressor with three styles of its own, Bloom, Detail, and Inflate, each a different algorithm developed in-house at SoundHive. In Bloom is available now for macOS, Windows, and Linux at an introductory price of \$69 until November 1, then \$99.

A conventional compressor measures how far a signal rises above its threshold and turns it down. In Bloom works the other way up: it measures how far a signal falls below its threshold and turns it up. The quiet parts come up to meet the loud ones: room, decay, sustain, and breath come forward, while louder material passes through untouched and the peaks stay where they were.

Upward enhancement has a well-known side effect. It lifts everything that is quiet, including the things an engineer would rather leave where they are: vocal essses, breaths, harsh resonances, and the hiss and

spill in the gaps. In Bloom is built around that problem. It gives the engineer control over where the lift happens and what is kept out of it.

THREE STYLES OF UPWARD COMPRESSION

A typical upward compressor applies one ratio to everything below its threshold. In Bloom gives every band a choice of three styles, and each one lifts quiet material in its own way:

- **Bloom** is the signature style and the default. Instead of a fixed ratio, its gain follows a curve set by how far the signal sits below the threshold: the quieter a sound is, the more it is lifted, and the lift eases off smoothly as the sound rises. The boost rises and falls with the music, so a sound swells and opens out instead of being pinned at one level. That movement brings out the bloom and depth of a sound, which is where the plugin takes its name. Bloom uses every band control.
- **Detail** splits the band again into four regions of its own, at 100 Hz, 1 kHz, and 5 kHz, and runs a separate upward compressor in each, with a fixed voicing that spreads the lift across them. The result goes into fine, quiet texture rather than overall level: pick and string noise on a guitar, or bow and rosin on strings. It adds texture without making the band much louder.
- **Inflate** runs upward compression into an odd-harmonic waveshaper at four times the sample rate, so it adds density and body as well as lift: weight on a bass, fullness on a thin part. Its voicing is fixed, so Amount and Knee are switched off, and it adds a small amount of latency.

Each band has its own Style, so a mix can run Bloom on the low end, Detail on the top, and Inflate on a bass that needs more weight. The same three styles drive the Enhance stage of SoundHive's End Game. In Bloom is the first SoundHive plugin to put them on separate bands, each with its own threshold, timing, and amount.

HOW IN BLOOM WORKS

- **Lift below the threshold.** Each band lifts material that falls below its Threshold by up to its Amount, from 0 to 24 dB. Attack sets how quickly the lift gets out of the way when a louder sound arrives, Release sets how quickly it returns as the sound decays, and Knee softens the change around the threshold.
- **Up to four bands.** Three crossovers split the signal into one to four bands, so the low end and the top can be treated differently, for example a slow release on bass and a faster one on the bright top of a piano or guitar. The band split adds no latency, and the bands sum back to a flat response when nothing is lifting.
- **Ignore.** Ignore detects vocal essences, breaths, and harsh frequencies, and holds back the lift In Bloom adds while they happen. Essences and Breaths hold back the band's lift for the duration of the event; Harshness holds back the lift only around the harsh frequencies it finds and keeps lifting the rest of the band. Each has its own depth from 0 to 100%. Ignore never cuts the original audio underneath: it only declines to add lift to those events. A Δ (delta, for difference) listen button on each Ignore control plays just the difference that event makes, the lift it is holding back, so the engineer can hear it before relying on it.
- **Floor.** Floor sets a level below which a band stops lifting, so noise floors and silence stay where they are. An Auto Floor button measures a quiet passage and writes the value in.
- **Learn.** Learn listens to roughly eight seconds of the engineer's own audio and sets the crossovers and every band's Threshold, Attack, and Release. The controls move on screen while it listens. It is a starting point: Learn never touches Amount, Knee, Floor, Output, Style, the band count, or the channel

mode, so how much lift is added, and how it sounds, stays with the engineer, and Revert Auto-Set puts back the previous settings in one step.

- **Stereo or Mid/Side.** Every band has separate Stereo, Mid, and Side settings. In Mid/Side, a small lift on the Side lane brings reverbs, room, and wide instruments forward while the center stays fixed.

The display shows what the processing is doing on the audio in front of it. A ring around each Threshold knob traces the level that band is reacting to, a BOOST meter and a lift bar on the spectrum show how much each band is adding at that moment, and the spectrum marks where Ignore is holding lift back. A Gain Match control in the footer sets an output trim so the processed and bypassed signals can be compared at matched loudness, so the comparison answers whether it sounds better, not just louder. A and B slots hold two complete settings for comparison.

In Bloom ships with 45 factory presets in seven packs: Vocals, Mix and Master, Drums, Instruments, Dialogue, Creative, and Feature Tour. The eleven Feature Tour presets introduce one part of the plugin at a time, in order.

FROM THE FOUNDER

In Bloom was designed and coded by SoundHive's founder, Pete Dowsett, who engineers and produces records and writes the DSP himself.

"You can call In Bloom an enhancer, and it does enhance, but underneath it's an upward compressor, and not a standard one," said Pete. "Bloom, Detail, and Inflate are three algorithms I developed myself, and nobody else is doing them. Each one brings up the quiet parts of a sound differently, so you choose the character of the lift, not just how much of it you get." **[DRAFT, NEEDS PETE'S SIGN-OFF]**

"I use upward enhancement all the time, and I kept running into the same thing on vocals," said Pete. "Bring up the body and the tail of a phrase, and the esses and breaths come up with it. Ignore is there so you can keep the lift and leave those where they were." **[DRAFT, NEEDS PETE'S SIGN-OFF]**

"Learn is meant to save you the first few minutes, not make the decisions," he added. "It sets the crossovers, thresholds, and timing from your own audio. How much lift you want, and what character, is still your call." **[DRAFT, NEEDS PETE'S SIGN-OFF]**

[BETA QUOTE PENDING]

AVAILABILITY AND PRICING

In Bloom 1.0 is available now in VST3, AU, and AAX formats for macOS (Apple Silicon and Intel) and Windows, with a VST3 build for Linux. It requires a 64-bit host and runs on mono and stereo tracks.

- **Introductory price \$69** until November 1, 2026, then \$99.
- **7-day free trial**, fully functional, no credit card required.
- **30-day money-back guarantee.**
- **Perpetual license:** buy once, own it. No subscription and no expiring license. Free updates within the current major version, and three machine activations that can be moved at any time.

In Bloom is available from soundhiveplugins.com/products/inbloom.

ABOUT SOUNDHIVE

SoundHive is a founder-led audio-software company. Its plugins are designed and coded by the same person who engineers and produces records, so the tools are shaped by real sessions rather than spec

sheets. SoundHive sells perpetual licenses: buy once, own it, with free updates within a major version and no expiring licenses. More at soundhiveplugins.com.

ABOUT PETE

Pete Dowsett is the founder of SoundHive. His career spans live sound, sessions at Metropolis Studios in London, lecturing at the Abbey Road Institute, and the Focal Press book *Audio Production Tips: Getting the Sound Right at the Source* (2015). He holds an MSc in Audio DSP and has worked as Head of Products at Relab Development and as a DSP engineer at Blackstar Amplification.

PRESS CONTACT

Pete Dowsett, Founder, SoundHive
pete@soundhiveplugins.com
soundhiveplugins.com

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