

23 October 2014

– FOR IMMEDIATE RELEASE –

## Noise Fusion unleashes next generation sounds online

London based audio branding and sound design company Noise Fusion has launched a new collection of imaging FX packages called the ID\_2 Essentials Series.

The core of the Essentials Series is Noise Fusion's large and highly acclaimed ID\_2 effects library, which is currently heard on radio stations around the world. The series is made up of four diverse packages and includes a brand new collection of 150 exclusive FX cuts which are being made available for the very first time.

The ID\_2 Essentials Series can now be purchased and downloaded instantly as part of the company's established online FX store. The new series is designed to be a powerful CHR, AC and alternative production toolkit to enable radio and TV producers create world class imaging, idents, jingles and promos.

Noise Fusion's creative director, Ben Neidle, says: "We're passionate about producing what we call next generation sounds and making them easily available to creatives worldwide, enabling them to make fantastic imaging, fast. That's what the ID\_2 Essentials Series is all about.

"I'm also really excited to be launching the new ID\_2 Essentials Extra package as it's full of original cuts that have never been heard before – it'll be awesome to hear what imaging producers do with it!"

New demos for all the packages are available to audition online. Package prices start at £299 and they're available to buy direct and download from [www.noisefusion.com](http://www.noisefusion.com)

– ENDS –

### About Noise Fusion

Founded in 2004, Noise Fusion is a London, UK based production company creating award winning audio imaging, music and sound design for some the world's biggest TV, radio and online brands. The founder and creative director of Noise Fusion is former XFM station imaging producer Ben Neidle. With clients that include XFM, iRadio, Capital FM, ITV, Oui FM and BBC Radio 6 Music – and a large portfolio of original production effects libraries – Noise Fusion has a strong pedigree of creating pioneering audio branding for contemporary, hot AC, urban and alternative formats.

### Contact information

Noise Fusion Press Office - Tel: 020 7249 5788 Fax: 020 7183 9088 [office@noisefusion.com](mailto:office@noisefusion.com) [www.noisefusion.com](http://www.noisefusion.com)