Clarett+

Pitch Deck

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Introducing Clarett+

Clarett+ is Focusrite's range of premium-quality USB audio interfaces for PC and Mac, which build on the strengths of the previous Clarett ranges. With improved converters and professional quality mic preamps, Clarett+ interfaces inspire producers, engineers and artists to make their best music.

Improvements to the independent A-D/D-A converters bring audio clarity to everything from home recordings to studio tracking sessions. A newly chosen D-A converter – used in conjunction with vigilantly designed output filter circuitry – yields greater dynamic range, which is especially noticeable on music with high dynamic variation. A lower D-A converter noise floor allows users to hear the intricate dynamic variations in mixes and recordings, with more low-level detail than ever before.

The A-D converters in Clarett+ have impressively low distortion performance thanks to Focusrite's impeccable approach to PCB design and layout. Reduced THD+N figures on the analogue inputs make recordings sound clearer and more pure than ever. Quiet source signals that require high gain, such as acoustic string instruments and delicate voices, are captured with more accuracy, making mixes clearer and recordings more transparent.

Clarett+

Clarett+ mic preamps capture every nuance and ensure clarity in recordings, with high headroom, low distortion and impressively low noise. All-analogue Air circuitry brings a new dimension to vocals, with impedance switching and relay control that emulates the classic ISA 110 mic preamp found on the Focusrite Studio Console. For guitarists, ultra-high-impedance JFET instrument inputs with extremely wide audio bandwidth preserve natural guitar tones, just like plugging into an amp. Powerful headphone outputs provide a flat frequency response with any type of headphones, for transparent sound at all levels. By hearing an accurate representation of the source, producers, engineers and artists can make their best mix decisions and inspire amazing performances.

Clarett+ audio interfaces run on rock-solid driver software for PC and Mac, bringing cross-platform compatibility that competitors lack. All Clarett+ models are expandable using ADAT optical connectivity (eight channels at 48kHz), for linking outboard devices such as Clarett OctoPre. Focusrite Control for iOS and desktop provides complete control over interface settings, and the included software bundle comprises a comprehensive set of tools for exploring musical possibilities.

Clarett+

KEY FEATURES

The Ultimate Recording Preamp

Clarett+ preamps have very high headroom, low distortion and ultra-low noise, so you can capture exceptionally pure recordings and achieve a professional sound.

Clarett's fully balanced signal path from the input through the mic pre to the input of the A-D converter has been meticulously crafted to eradicate noise and distortion, giving the user pristine, studio-grade sound. This ensures that instruments and vocals are accurately captured and reproduced enabling the user to deliver a polished and professional final product.

KEY SELLING POINTS

Extremely high headroom and extremely low noise means Clarett+ is the perfect interface to capture loud sources such as drums and electric guitars as well as extremely quiet sources such as vocals and acoustic guitar.

Clarett+

KEY FEATURES

All-analogue Air

All-analogue Air with impedance switching and relay control brings clarity and presence, and makes vocals shine, by modelling the ISA 110 mic preamp from the classic Focusrite Studio Console.

Air introduces an analogue shelf 4dB boost centred at 24kHz as well as a switch in input impedance to 2.2kΩ.

KEY SELLING POINTS

Air models the input transformer sound of the classic ISA 110 and gives you more sonic choices on your inputs.

Air brightens up vocals, adding some additional presence as well as giving stronger transient response to drums and acoustic guitars.

Clarett+

KEY FEATURES

High dynamic range A-D and D-A conversion

Hear an honest representation of source signals without unwanted colouring, distortion and noise enabling you to deliver sonic excellence.

Improvements to the independent A-D/D-A converters bring audio clarity to everything from home recordings to studio tracking sessions. A newly chosen D-A converter – used in conjunction with vigilantly designed output filter circuitry – yields greater dynamic range, which is especially noticeable on music with high dynamic variation. A lower D-A converter noise floor allows users to hear the intricate dynamic variations in mixes and recordings, with more low-level detail than ever before.

KEY SELLING POINTS

Monitor in ultimate detail with 124dB D-A dynamic range giving you greater control of your mix.

Record in ultimate clarity with -110dB THD+N on the A-D conversion.

Clarett+

KEY FEATURES

Powerful and transparent headphone outputs

Improved headphone outputs and DAC performance provide powerful, transparent sound at all levels – on any headphones – so producers, engineers and artists can make their best mix decisions and inspire amazing performances.

Flat frequency response provides talent with a true representation of the source, inspiring performances and informing decisions at every stage of the creative process.

Powerful outputs cater for varying headphone impedances, without the need for a headphone amplifier.

The Clarett+ range excels in both quiet acoustic sessions and loud drum recording environments, ensuring that you can adapt to any situation without sacrificing audio quality.

KEY SELLING POINTS

Get the best out of your artists with true and powerful headphone outputs with 118dB of dynamic range.

The powerful Clarett+ headphone outputs cater for headphones of all impedances.

Clarett+

KEY FEATURES

The Focusrite Sound

Get the full Focusrite sound with three classic processors from Focusrite's 40 year legacy of precision studio sound.

Brainworx bx_console Focusrite SC is a meticulously authentic emulation of the Focusrite Studio Console. The classic ISA 110 module was created when Sir George Martin asked Rupert Neve for custom modules for AIR Montserrat studios. The overwhelming success of the ISA 110 lead to Focusrite building a full Studio Console of the ISA sound. Today this sound has been precisely recreated in the bx_console Focusrite SC plug-in. Complete with channel to channel variance, run this across every channel in your mix for the full Focusrite experience.

The **Red 2 & Red 3 Plug-in Suite** accurately models Focusrite's classic Red range equaliser and compressor hardware – letting you exploit the originals' famous sound, conveniently from within your audio software. Coveted by producers and engineers for their exceptional clarity and versatility, the original Red 2 and Red 3 remain prized fixtures in professional recording studios the world over. Now, you can use these revered pieces, easily and flexibly, in your own mixes.

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Compared to Clarett USB

	Clarett USB	Clarett+
Analogue Input Dynamic Range (min gain)	118dB (Clarett 2Pre USB 119dB)	118dB
Input THD+N (mid gain)	< -107dB	-110dB
Line Output Dynamic Range	118dB	124dB
Line Output THD+N	-103dB	-106dB
Headphone Output Dynamic Range	115dB	118dB
Headphone Output THD+N	-101dB	-104dB

WHO IS THE CUSTOMER?

The Aspiring Producer

The Aspiring Producer has over 10 years of experience making and recording rock and country music. They have a home studio which includes a rack with some hardware outboard gear. They use a mixture of hardware and software processing in their productions and record into Pro Tools.

Sound quality is the most important thing for the Aspiring Producer. They are looking for professional quality, studio grade sound. The sound of the preamps is particularly important to them.

They are very familiar with the iconic, famous analogue heritage audio brands, and will have some knowledge of Focusrite's heritage. Learning more about the ISA signal path and Focusrite Studio Consoles will be interesting to them. Air will therefore be a desirable feature.

Clarett+ 8Pre

Clarett+

WHO IS THE CUSTOMER?

The Aspiring Composer

The Aspiring Composer personally plays many instruments and have been making music for over a decade. They have a home studio where they make their music. They use software synths and plug-ins to make music and record into Logic. They compose mostly rock, pop, acoustic, country music.

Sound quality is the most important thing for the Aspiring Composer. They are looking for professional quality sound to record their compositions. They are also budget conscious and value Clarett's studio grade sound for an affordable price.

The Aspiring Composer is creative and will be drawn to products that will allow them to explore their creativity. The clean, open sound of the Clarett+ preamps and conversion will give them a blank canvas to work from while the Air function provides an analogue enhancement to incoming signals.

Clarett+ 4Pre

Clarett+

WHO IS THE CUSTOMER?

The Aspiring Singer / Songwriter

The Aspiring Singer / Songwriter, both a composer and a performer, has been making music for many years. They have a home studio they use to record pop music into Ableton. Having recorded their music for a long time, they are ready to take things to the next level and need more professional equipment to achieve that.

Sound quality is most important to the Aspiring Singer / Songwriter as that is what they believe stands between them and the success of their recordings.

The Aspiring Singer / Songwriter uses reviews to help them choose an interface and are looking for professional quality, especially in the sound of the preamp. They are also drawn to USB interfaces because of the versatility of connection.

Clarett+ 2Pre

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What’s in the box?

Clarett+ unit

USB C–A and C–C cables to support standard USB connection and USB Type-C connection

PSU (Clarett+ 2Pre and Clarett+ 4Pre)

IEC cable (Clarett+ 8Pre)

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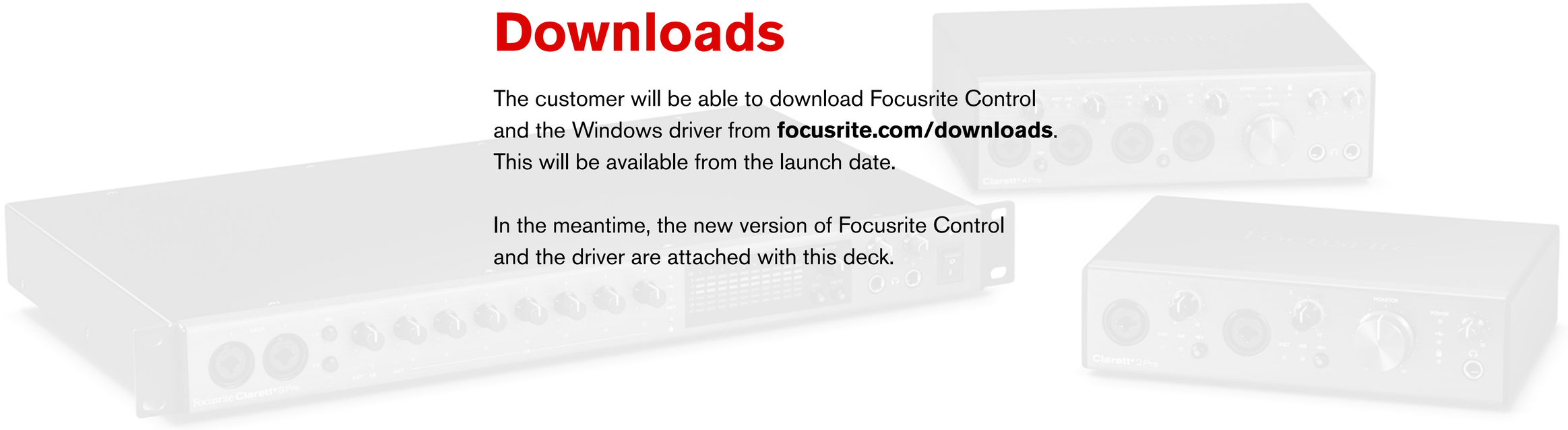
Downloads

The customer will be able to download Focusrite Control and the Windows driver from **focusrite.com/downloads**. This will be available from the launch date.

In the meantime, the new version of Focusrite Control and the driver are attached with this deck.



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