

FOR IMMEDIATE RELEASE

Producecely Launches Dialr: The First AI-Mapped Plugin Controller

Copenhagen, June 2025 - Dialr, the world's first AI-powered controller for audio plugins, is now available. Developed by the Danish company Producecely, Dialr is built for producers, musicians, and sound designers who want instant, hands-on control of their VST3 and AU plugins without the hassle of manual mapping.

A limited first batch is already in production and is shipping in June. Available for order now at www.producecely.com.

Finally, a Controller That Understands Your Plugins instantly

Dialr solves the biggest pain point in plugin control: parameter mapping. Every time you load a plugin in your DAW, Dialr's intelligent system has already mapped its parameters to the 12 analog knobs. Parameter names, values, and pages are displayed on a sharp 7" touchscreen. It just works.

Behind the scenes, Producecely Cloud uses AI to analyze plugin architectures and build custom profiles for each of your plugins. These profiles are downloaded to your computer from day one, ensuring seamless control whether you're opening an instrument or an effect plugin.

"Parameter mapping kills creativity - we all hate it. That's really where Dialr started. I wanted to sit down, open any plugin, and just start turning knobs. No setup, no learning curve. Auto-mapping should feel like you have an assistant who already knows every plugin in your collection. That's what Dialr's AI cloud gives you, great mappings, always ready." - Morten Söderquist Li, Founder & CEO, Producecely

Key Features:

- Universal plugin compatibility (VST3 and AU)
- AI-powered mapping engine with automatic cloud updates
- Offline mode with local profile storage and full functionality without internet
- Software and hardware designed to build muscle memory
- 12 analog rotary knobs with high-resolution potentiometers
- 7-inch touchscreen displaying parameter names, values, track names, and plugins
- Built like a tank, with solid aluminum enclosure and 4U rack-mountable form factor
- Cross-platform support for macOS and Windows; works with Ableton Live and Cubase (more DAWs coming)

Designed to Build Muscle Memory

Dialr's software and hardware are developed in tandem to support intuitive, repeatable workflows. Each plugin profile follows a consistent layout, so common parameters - like Input Gain, Frequency, or Wet/Dry - always appear in the UI in the same positions across different plugins.

The 12 knobs are arranged in two rows and come in three distinct sizes, making it easy to identify controls by touch. The consistent layout, combined with clear touchscreen feedback, helps users build muscle memory fast. Dialr becomes a natural extension of your workflow, both in the studio and on stage.

"Muscle memory is what makes hardware feel like a natural part of your hands. That's why Dialr's knobs have different sizes and common parameters are mapped to the same knobs. Your fingers find the right controls without you even thinking about it." - Morten Søderquist Li, Founder & CEO, Producely

Built for Flow, Not Friction

Dialr isn't part of a closed ecosystem. It's not designed for one DAW or a specific plugin suite. Dialr is a universal controller, built to put your entire plugin library at your fingertips, no matter what you use. No more parameter mapping. No more guesswork. Just creative flow.

"The best technology is almost invisible. You don't even notice the mapping, because it's already done when you open the plugin. Auto-mapping makes the gear disappear so you can focus on the music. This is how creating should feel." - Morten Søderquist Li, Founder & CEO, Producely

Available Now

Dialr is available at www.producely.com. The first production run is limited, and units start shipping in June. Secure your unit now and be among the first to get hands-on with next-generation plugin control.

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