



ABBAY ROAD



ABBAY ROAD

THE HOME OF MUSIC MAKING

Input EQ

18 30 Hz 100 Hz 500 Hz 2 kHz 10 k

40 Hz 64 Hz 512 Hz 11000 Hz

0.0 dB 1.5 dB -1.5 dB 1.0 dB

0.70 0.70 0.70 0.70

Compander Input Gains

Band 1 Gain 0.0 dB

Band 2 Gain 0.0 dB

Band 3 Gain 0.0 dB

Band 4 Gain 0.0 dB

Global On

Default

ABBEEY ROAD PRO TUNE

An intuitive, useability-first tuning solution incorporating 95 years of audio engineering expertise and innovation from Abbey Road Studios

ABBEEY ROAD

AWE console Connected to AWE server

Type Equal Power Equal Gain

Dry/Wet 100.0 %

Global Compressor

Knee Soft Hard

Threshold -10.0 dB

Ratio 2

Attack 15 ms

Release 100 ms

Gain 2.0 dB

Global Upward Compressor

Knee Hard

Threshold -40.0 dB

Ratio 20

Attack 100 ms

Release 100 ms

Gain 0.0 dB

Global Vandalzyler

Type s-curve

Gain 0.0 dB

Dry/Wet 0.0 %

Global Inner IR

Type IR_0

Dry/Wet 100.0 %

Global Processing Mixer

Input Level 0.0 dB

Compander Level -15.0 dB

Global Space IR

Type IR_1

Send -70.0 dB

Output EQ

ABBNEY ROAD STUDIOS

Abbey Road Studios – the world’s first purpose-built recording studio and a global music icon. At 95 years old, Abbey Road has seen it all, from the birth of stereo to countless innovations & pioneering advancements in music technology.

From Amy & Adele... from The Beatles & Brockhampton...
from David Bowie & Dave... from Elgar & Ezra Collective...
from Floyd & Fela to Frank Ocean & Florence...
from Gilmour to Gaga... from The Hollies to Harry Styles...
from Kate Bush to Kendrick... from Nile Rodgers &
Nick Cave to Novelist... from Oasis to Omar Apollo...
and from Shirley Bassey to Sam Smith, Stormzy,
Little Simz & The Smile... we’ve welcomed the artists who
have shaped music history and popular culture.

And we’ve added the emotion, drama and magic to the
greatest cinematic storytelling of the last 45 years. From
the *Star Wars*, *Lord of the Rings* and *Harry Potter* movies to
Barbie, *The Shape of Water*, *Tár*, *Wakanda Forever*, *Frankenstein*
and the **Marvel** films and games.





AN INNOVATION ICON

Abbey Road has defined the science of sound for 95 years, developing technologies and techniques which have set the gold standard for audio recording.

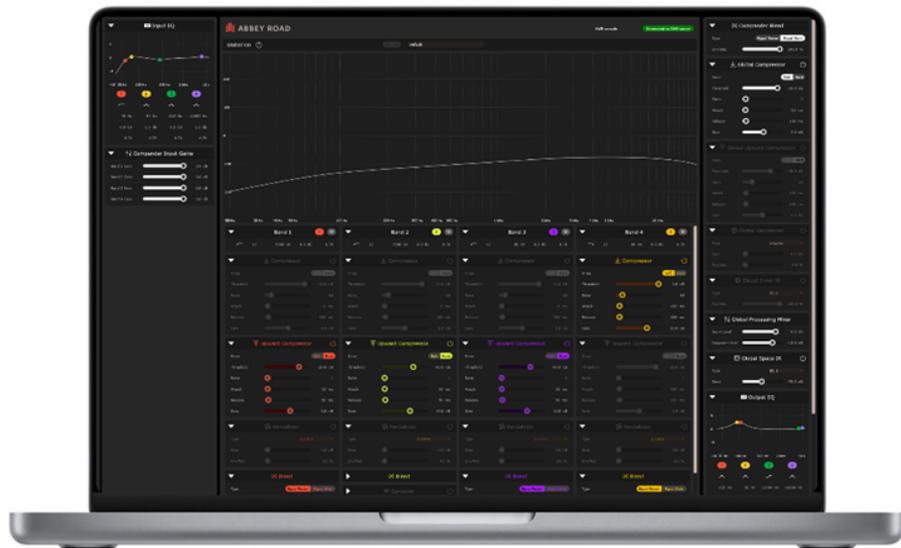
Now for the first time, Abbey Road Studios brings its audio IP and expertise to the Audio Weaver platform, for product tuning and integration.

A unique UI-driven audio tuning platform, encapsulating Abbey Road's sonic DNA, with tuning services from the studio's expert engineers, supported by brand integration from the most celebrated recording studio in the world.

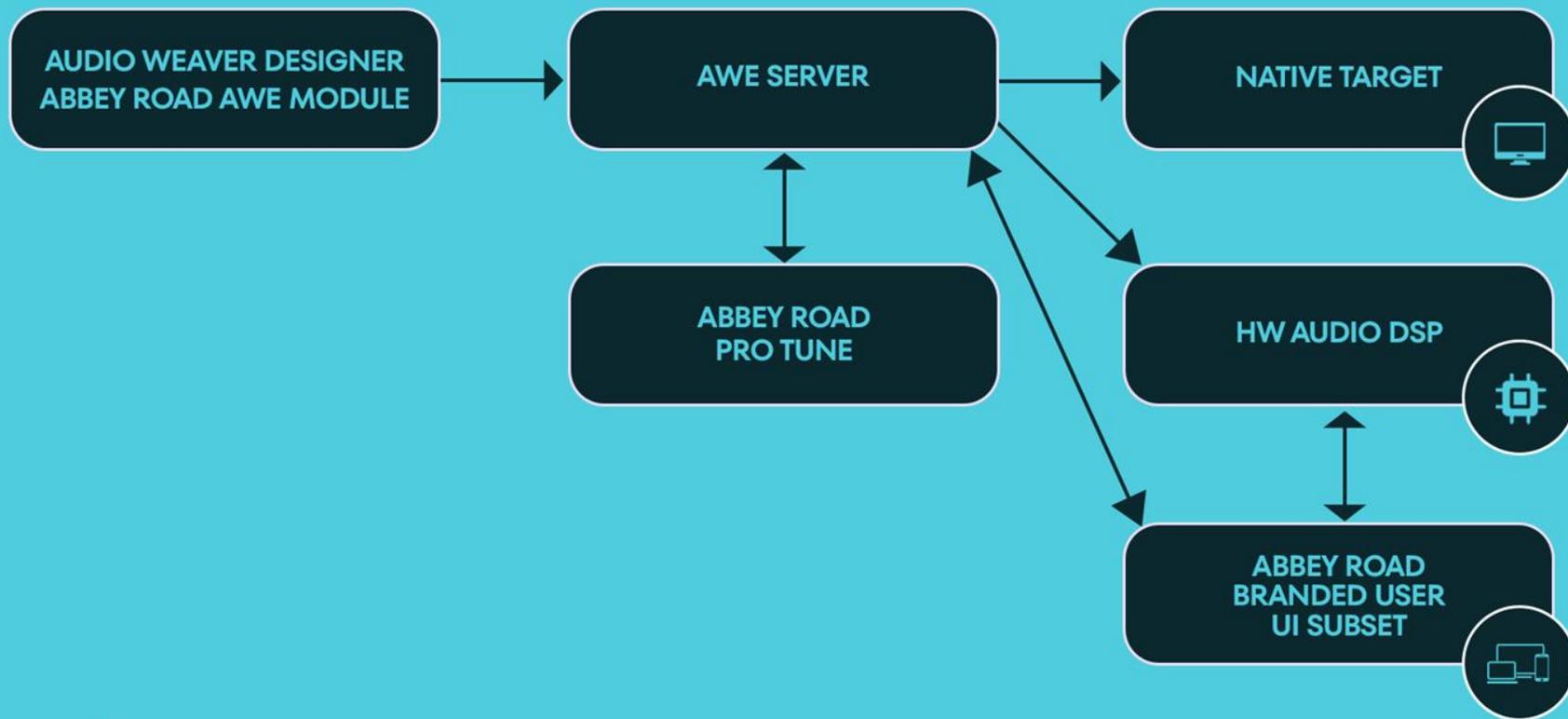
ABBEY ROAD PRO TUNE

The unique sound of Abbey Road Studios' technology and spaces, controlled by an intuitive UI for seamless integration in your hardware platforms

- A powerful set of tuning tools encapsulating Abbey Road's spaces, equipment and expertise into an AWE module, compatible with tuning on multi-channel platforms
- Designed by Abbey Road's world class engineers, encapsulating decades of proprietary audio technologies, techniques and sonic IP
- Complex and creative underlying processing chain controlled by a simple, intuitive UI with preset functionality
- Bespoke, interactive Abbey Road-designed & branded customer facing UI, with full brand integration



ABBAY ROAD PRO TUNE

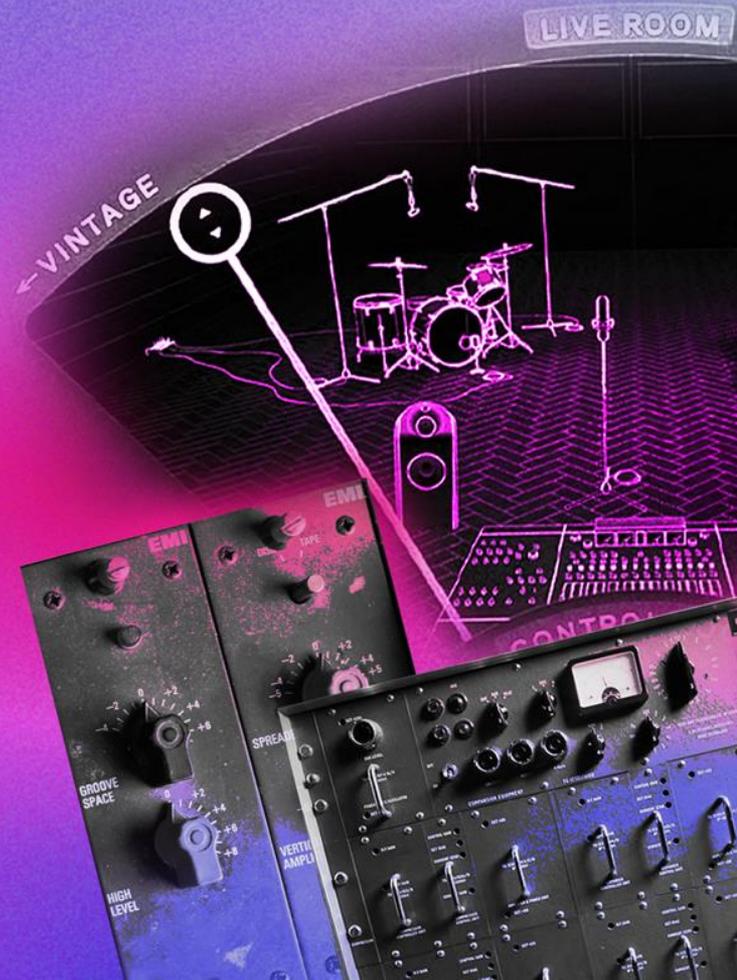


THE SOUND THAT SHAPED MODERN MUSIC

||| ABBEY ROAD

ABBEY ROAD PRO TUNE delivers a meticulously curated chain of dynamics, filters and spatial treatments for tuning on multi-channel platforms, featuring:

- **Unique Spaces:** meticulously captured sound of Abbey Road's celebrated live and control rooms, home to iconic recordings by The Beatles, Oasis, U2, Coldplay & Adele
- **TG12321 Compansion Unit:** The first-ever patented noise reduction system, developed by Abbey Road engineers to add unique excitement to select frequencies
- **TG12416 Spreader:** The original Abbey Road Spreader, created in 1931 and still used by the engineering team today to spread Mid and HF energy
- **TG EQ Curves:** EQ curves based on Abbey Road's legendary 1951 Curve Bender unit, revered for its "musical" character, with each frequency spaced either exact octaves or ½ octaves apart
- **Unique Distortion Modules:** Beautiful warm saturation modes designed by the Abbey Road engineering team, blended into the signal to add unique harmonics



PRODUCT INTEGRATION



	SOFTWARE INTEGRATION	TUNING INTEGRATION	FULL INTEGRATION
INTEGRATION	<ul style="list-style-type: none">• ABBEEY ROAD PRO TUNE white label license• Tuning by OEM engineering teams• Option for ABBEEY ROAD PRO TUNE accreditation	<ul style="list-style-type: none">• ABBEEY ROAD PRO TUNE license• Tuning by Abbey Road engineering team	<ul style="list-style-type: none">• ABBEEY ROAD PRO TUNE license• Full product collaboration inc. Abbey Road engineering and brand IP integration across:<ul style="list-style-type: none">▪ Concept▪ Tuning▪ UI design▪ Product name
GO TO MARKET OPPORTUNITY	<ul style="list-style-type: none">• White label license <p>OR</p> <ul style="list-style-type: none">• Option for Abbey Road tuning approval & ABBEEY ROAD PRO TUNE accreditation on-packaging and in promotional comms	<ul style="list-style-type: none">• ABBEEY ROAD PRO TUNE accreditation on-packaging & in comms• Content creation rights to feature Abbey Road engineering team in product campaigns• Use of Abbey Road name in global comms	<ul style="list-style-type: none">• ABBEEY ROAD PRO TUNE accreditation on product, packaging, POS and consumer UI• Rights to communicate Abbey Road collaboration in global comms, with access to team for content, PR, joint press releases and in-person activations

KEY BENEFITS



Abbey Road audio tuning IP integrated to your sound design workflow



Intuitive tuning UI for rapid, efficient multi-channel tuning



Tuning and support from Abbey Road's team of expert audio engineers



Bespoke, interactive Abbey Road branded consumer UI

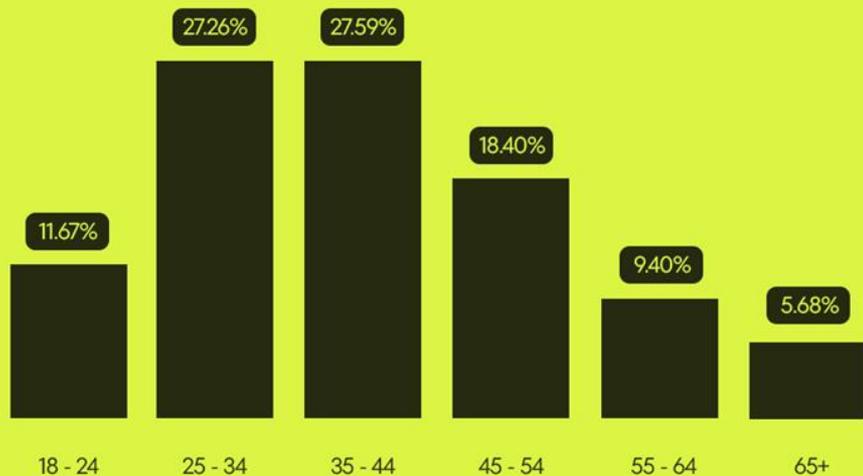


Abbey Road brand integration on-product and across all global comms touchpoints

ABBEY ROAD GLOBAL AUDIENCE DATA

Social Following: 980k | Database: 100k

Age:




ABBEY ROAD

Gender:



UK 55%
US 48%



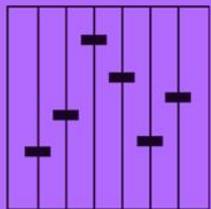
UK 45%
US 51%

Top 5 Markets:



Source: Abbey Road Brand Insights 2025

BRAND PERCEPTION: AUDIENCE SENTIMENT



92%

Experts in music recording & production



92%

A wealth of experience & knowledge



91%

A credible voice in music



90%

Iconic & prestigious



90%

Defined by high quality



90%

Passionate about delivering the best in music



CASE STUDY: VOLVO EX90

The launch of the *Abbey Road Studios Mode* on the **Bowers & Wilkins** system in the *Volvo EX90* brought the legendary acoustic character of our studios and equipment to the in-car listening experience, capturing Abbey Road's sonic DNA in a stand-alone audio mode for the first time.

Incorporating the spatial and tonal characteristics of Abbey Road's audio IP and tuned by the studios' engineers, the mode delivers an elevated spatial and tonal listening experience, and a bespoke UI allowing driver personalisation to 'produce' their own sound in real time.

Supported by full Abbey Road brand integration on-product, and across global comms, the mode achieved global media acclaim, and has since been extended to the *Volvo ES90*, and *Polestar 3 & 5*.

STATISTICS :

- Polestar 3/Volvo EX90 RRP: ~\$90,000
- System upgrade inc. Abbey Road Mode: ~\$4,600
- Mode-integrated upgrade sales to date: 40,000 units

PRESS HIGHLIGHTS

WIRED

"I've heard Abbey Road Studio Mode in action, and quite frankly there's no arguing with its effectiveness. The amount of audio influence this interface can exert really has to be heard."

CLASH

"At its core, the Abbey Road Studios Mode is a game-changer for how we listen to music in cars."

THE LUXE REVIEW

"The Abbey Road Studios mode listening experience itself is extraordinary, and will most likely eclipse many home-based stereo systems."



ABBAY ROAD

MOTOR TREND

"Abbey Road mode is a Volvo EX90 exclusive, and for those who love a grand automotive audio experience, it's a compelling reason to consider this electric SUV."

INSIDE CI

"The sound mode itself is remarkable, effectively dissolving the confines of the EX90's cabin, providing an immersive audio experience that eclipses many a dedicated listening room."

STUPIDDOPE

"For audiophiles and casual listeners alike, this technology raises the bar for what in-car audio can deliver."



"Abbey Road Studios Mode means everyone can experience the unique sound of the studio environment, and gives music lovers the opportunity to explore and create new ways of listening.

It also gives listeners the chance to easily adjust sound to their own preferences, via the large central control screen.

It includes four presets to provide different listening experiences that can be used to easily complement certain music genres.

Alternatively, a Producer Mode gives the user the freedom to explore both the scale of the spaces at Abbey Road and the way in which equipment affects tonality – shifting the acoustic from a retro vintage to a deeper, modern sound, narrowing or expanding the stereo sound field, and adjusting the environment, just as a producer or engineer would do.

The outcome is both utterly engaging and incredibly immersive. Just like the original 801 loudspeaker, the combination of the Bowers & Wilkins audio system, the Volvo EX90 and Abbey Road Studios Mode is both the idea, and an in-car audio system that pushes the boundaries of what's possible in performance."

The INDEPENDENT

*"With my love of eighties music, this was a track I knew well, too. And yes, it did sound epic. And as **Stiles** suggested – dropping in and out of Abbey Road Mode via a simple button in the interface, really shows the quality of the work he and the team have done.*

*There's a warmth and detail to the sound that probably only the **Bowers & Wilkins** system could highlight. And the interface is as fun as it is clever, watching the instruments, the control deck and the **Bowers & Wilkins** speakers change as you move across generations and back and forth from the studio to the control room.*

I'd been impressed by the Polestar 3's audio before, especially when playing properly mixed Dolby Atmos music in it. But Abbey Road Mode brings something very different, very authentic and hugely impressive.

stereoauto

"Abbey Road Mode is a clever distillation of the essence of the studio. It's about a combination of the emulation of room acoustics and the characteristics of older analogue off-board recording equipment.

The premise is that you are sitting at the desk itself and can pretend you are the record producer. In the same way that the Gothenburg Concert Hall is a setting in the system DSP, there's now an element of the classic Abbey Road control room acoustics in the mix. Certain bits of analogue recording equipment became legendary for their sonic fingerprint. An almost mystical quality of the designs made them so big by recordists.

Thus, Abbey Road Studios Mode has Vintage, Live Room and Modern settings in the Control Room portion, with emulations of equipment and room sounds woven into the DSP. You can use settings of either Intimate, Open, Energised, or Expansive as presets, with the ability to move the cursor around the screen and tweak it as you see fit in Producer Mode. The cutest thing is the graphics changing as you move from Vintage to Modern. The outlines of the B&W speaker models change to reflect what was in the rooms in each particular era.

When it came to the Abbey Road Studios Mode, I could have spent forever messing about, for the quality of the DSP proved to be absolutely state-of-the-art."

"Abbey Road Studio Mode is the latest product of the collaboration between the two companies. But rather than Bowers & Wilkins simply providing more of the equipment necessary for the day-to-day operation of Abbey Road Studios, the pair have instead created a new digital audio algorithm that intends to create the authentic sound of the world's most famous and celebrated recording studio. Then, by way of an encore, they have made it user-definable via an attractive and intuitive user interface that is slotted into the new, witheringly expensive Volvo EX90.

I've heard Abbey Road Studio Mode in action, and quite frankly there's no arguing with its effectiveness. A colourful and immersive user interface, almost reminiscent of a screen from Garage Band, allows a Volvo EX90 owner to dial through a 180-degree horizontal plane between "vintage" and "modern" studio sound, while vertical adjustment between the studio room and the control room is also available. The user can select a position on either of these two axes to get the sound they're happiest with and enjoy a visual display that feels streets ahead of any other automotive in-car audio experience available.

The amount of audio influence this interface can exert really has to be heard. The difference between the two extremes (completely "modern" and fully in the "studio" compared to entirely "vintage" and completely in the "live room," for example) is pronounced—and when compared to the regular EX90 processing doing its thing through the Bowers & Wilkins array it's an entirely different order of reproduction. It's not so much that it's detailed, convincingly staged and impressively dynamic, you understand—the regular EX90 setup offers all this as it is. It's more to do with the tonality, the quality of the frequency response, and the harmonic insight that's available—and that's when listening to music that's never seen the inside of Abbey Road Studios.

Switch to something that began its life there—"Come Together" by The Beatles, for instance—and you can almost feel the hand of history. The good people of Abbey Road Studios are happy to tell you that The Beatles made 190 of their total of 216 recordings in Abbey Road Studio 2, and when you hear this band's recordings in Abbey Road Studio Mode, it's hard not to feel transported. And that's in a stationary vehicle."



THANK YOU

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