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Reach out to the Next Generation



Arturia announces 'Next Generation' Analog Classic software

GRENOBLE, FRANCE: music software and hardware company *Arturia is proud to announce availability of 'Next Generation' versions of its Analog Classic software instruments as of July 6...*

Ten of *Arturia's most popular* Mac (OS X 10.5 or higher) and Windows (7/Vista/XP) *software instruments have had a complete makeover. Slick new packaging coincides with 64-bit compatibility* for all, together with MIDI assignment improvements and better performance.

But best of all... all ten titles are now €99.00 EURO/\$99.00 USD, a dramatic drop to half their previous street pricing (in most cases). Titles included are the Oberheim SEM V, Jupiter-8V, Prophet-V, ARP 2600V, Mini V (formerly Minimoog-V), CS-80V, and Modular V (formerly Moog Modular V) soft synths; Wurlitzer-V EP 200A electric piano software emulation; Analog Laboratory software synthesizer workstation; and SPARK Vintage Drum Machines.

Quite simply, *there has never been a better time than now to step into Arturia's True Analogue Emulation (TAE®) world of those high-end synthesizers and drum machines favoured by a wide range of acclaimed artists* like Ritchie Hawtin, deadmau5, Jordan Rudess (Dream Theater), The Crystal Method, Junkie XL, Herbie Hancock, Howard Jones, Trent Reznor (Nine Inch Nails), Hans Zimmer, Jean-Michel Jarre, Geoff Downes (Asia), and many more besides. *So why wait to join them? Reach out to the Next Generation... today!*

Oberheim SEM V, Jupiter-8V, Prophet-V, ARP 2600V, Mini V, CS-80V, Modular V, Wurlitzer-V, Analog Laboratory, and SPARK Vintage Drum Machines can each be purchased as software downloads for €99.00 EURO/\$99.00 USD or boxed versions for €119.00 EURO/\$129.00 USD from Arturia's Online Shop:

<http://www.arturia.com/evolution/en/buy/online-shop.html>

As always, updates are free for all registered users from here:

<http://www.arturia.com/evolution/en/downloads/updates.html>



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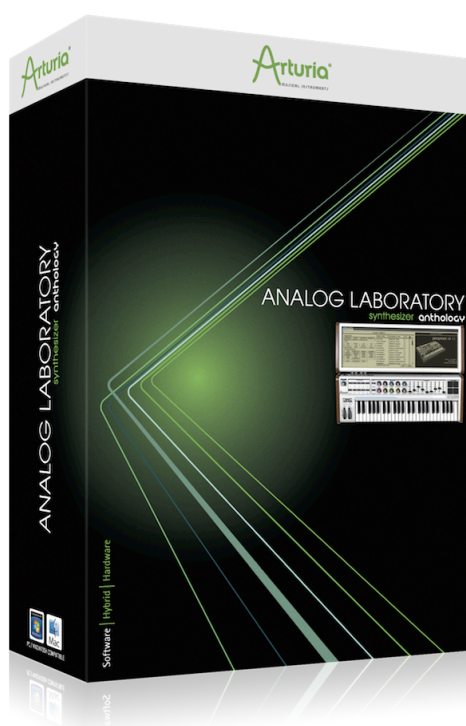
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Print-ready, hi-res images:

<http://www.arturia.com/downloads/press/>



About Arturia (www.arturia.com)

Founded in Grenoble, France, in 1999, **Arturia** specializes in the development of music software and hardware for professional and amateur musicians alike. Focusing on innovation, the company strives to integrate the latest advances in computer music research and technology into its products. This involves working closely with partner research institutions, such as IRCAM France, in the development of cutting-edge musical instruments and software, which have gone on to be used in making many hit records and Hollywood soundtracks. One of Arturia's core technologies is TAE® (True Analog Emulation), an advanced proprietary technology allowing accurate modelling of analogue circuitry behavior on personal computers. Developed by Arturia's in-house Signal Processing team, this technology has been employed to successfully recreate the sounds produced by many classic analogue synthesizers. Having successfully launched Origin, its first hardware synthesizer (housing several synth classics and associated components in one powerful, no-holds-barred DSP-based modular system), and the hybrid hardware/software SPARK Creative Drum Machine (cleverly combining analogue synthesis, physical modelling, and samples with the intuitive workflow of a hardware drum machine), 2012 sees Arturia introducing the cost-conscious MiniBrute, an amazingly compact and bijou analogue monosynth (boasting MIDI, USB, and CV connectivity together with a host of unique features).