



CONTACT

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Arturia announces pricing promotion throughout May and June 2012

GRENOBLE, FRANCE: music software and hardware company *Arturia is pleased to announce HYBRID MADNESS, an amazing promotion permitting happy shoppers to seize up to seven of its superb software instruments for free when purchasing any so-called Hybrid instruments* — any Analog Experience keyboard or SPARK Creative Drum Machine, in other words — **between May 1 and June 30, 2012, inclusive...**

...so here's the score:

- **Purchase a SPARK Creative Drum Machine, get a free V Collection** — luxury box-set containing six so-called Analog Classic software recreations (Moog Modular V; CS-80V; Minimoog V; ARP2600V; Prophet V; and Jupiter-8V) and Analog Laboratory, allowing all Analog Classics to be opened and edited within one convenient environment window, together with 3,000 presets, plus 200 scenes organised by genres with drum loops, layering, and advanced arpeggiated melodies — **worth €499.00 EURO/\$549.00 USD!**
- **Purchase an Analog Experience THE PLAYER, get one free software instrument from eight choices** — any Analog Classic (Moog Modular V; CS-80V; Minimoog V; ARP2600V; Prophet V; Jupiter-8V; or Oberheim SEM V) or SPARK Vintage Drum Machines — **worth (up to) €229.00 EURO/\$249.00 USD!**
- **Purchase an Analog Experience THE FACTORY, get two free software instruments from eight choices** — any Analog Classic (Moog Modular V; CS-80V; Minimoog V; ARP2600V; Prophet V; Jupiter-8V; or Oberheim SEM V) or SPARK Vintage Drum Machines — **worth (up to) €458.00 EURO/\$498.00 USD!**
- **Purchase an Analog Experience THE LABORATORY, get three free software instruments from eight choices** — any Analog Classic (Moog Modular V; CS-80V; Minimoog V; ARP2600V; Prophet V; Jupiter-8V; or Oberheim SEM V) or SPARK Vintage Drum Machines — **worth (up to) €687.00 EURO/\$747.00 USD!**
- **Purchase an Analog Experience THE LABORATORY 61, get four free software instruments from eight choices** — any Analog Classic (Moog Modular V; CS-80V; Minimoog V; ARP2600V; Prophet V; Jupiter-8V; or Oberheim SEM V) or SPARK Vintage Drum Machines — **worth (up to) €916.00 EURO/\$996.00 USD!**

This Spring, join the HYBRID MADNESS... a golden opportunity for musicians and studio owners alike to increase their sonic arsenal to include instruments meticulously modelled on a golden age of analogue (subtractive) synthesis...

...but best be quick; stocks are limited, so order online now at Arturia's Online shop (<http://www.arturia.com/evolution/en/buy/online-shop.html>) or visit your local Arturia dealer!



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More details about this pricing promotion are available via Arturia's website:
<http://www.arturia.com/hybrid-madness/>

This spring, Join the **Hybrid Madness**

Buy an Analog Experience Keyboard:

- Get 1 Instrument for **FREE***
- Get 2 Instruments for **FREE***
- Get 3 Instruments for **FREE***
- Get 4 Instruments for **FREE***

Buy: **SPARK** Creative Drum Machine

Get: **COLLECTION** synthesizer orchestra

SPECIAL OFFER HYBRID MADNESS

*pick your free software instruments in a list of 8 classic instruments: Minimoog V, Oberheim SBM V, Jupiter-8V, Spack Vintage Drum Machines, Prophet V, Moog Modular V, CS-80 V, ARP2600 V.

May and June 2012 exclusive limited time limited quantity www.arturia.com

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).