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# WURLITZER-V

## Arturia releases Wurlitzer EP 200A electric piano software emulation

***“The Wurlitzer V sounds amazing — just like the real deal, but with no annoying 60-cycle hum! The amp choices are a super-cool plus.”***

**- Jim McGorman, musical director for Avril Lavigne, 2012**

**GRENOBLE, FRANCE:** music software and hardware company **Arturia is proud to announce availability of Wurlitzer V, a** (Standalone, VST 2.4 & 3 — 32-bit and 64-bit, RTAS and AU — 32- and 64-bit) **high-end software recreation of the classic Wurlitzer EP 200A electric piano as of April 26, 2012...**

**Think electric piano, and many musicians still think Wurlitzer or ‘Wurly’ — one of a series of electro-mechanical stringless pianos manufactured and marketed by the US-based Rudolph Wurlitzer Company, coining the trademarked Electronic Piano phrase in the process. The 1972-launched Wurlitzer EP 200A represented Wurlitzer’s top-of-the-range, reed-based piano line throughout its impressive 10-year production lifespan; today Arturia’s Wurlitzer V faithfully resurrects that still-sought-after sound — and more besides!**

Unlike traditional sampling libraries, **the Wurlitzer V’s embedded physical modelling engine readily reproduces the agreeable acoustic properties of the Wurlitzer EP 200A’s musically distinctive reeds, key action, and amplification** combo by ‘constructing’ played notes in real time, **creating cost-effective and reliable realism in a computer-based, truly portable package fit for a 21st Century performer;** moreover, **maximising integral sonic flexibility to skilfully surpass its hardware namesake is also the virtual order of the day here**, appealing to studio and stage users alike.

Indeed, **Wurlitzer V lets users choose between three output modes: Studio** (Wurlitzer V and associated effects are ‘connected’ to a virtual DI box with reverb thereafter); **Stage** (with guitar amp simulator, multiple mic and speaker options, and a satisfying-sounding spring reverb at the output stage); **and Rotary** (with a rotary speaker simulator to create musical movement).

As most producers are already aware, **the beloved bright and overdriven ‘Wurly’ sound so musically ingrained in popular music culture** — thanks to artists as diverse as The Beatles, Supertramp, and Marvin Gaye — **is actually a clever combination of admirable amplification** — Fender Bassman and Twin Reverb guitar tube amps, *et al*; **mic’ing par excellence; and precision processing**, with multiple analogue chorus, phasing, and tape echo units often being used to fashion a deeper, luscious tone.

As such, **Arturia’s Wurlitzer V effectively places its users in an authentic-sounding Seventies-style virtual recording studio, replete with classic tube amps** (Fender Deluxe Reverb Blackface, Fender Twin Reverb Blackface, Fender Bassman, and Marshall Plexi guitar tube amp models; Leslie Speaker rotary simulator model); **modelled mics** (Shure SM57, Sennheiser MD 421, and Neumann U87); **and vintage stompboxes** (Wah-wah, Autowah, Overdrive, Flanger, Compressor, Phaser, Chorus, Delay, Pitch Shifter/Chorus, Vocal Filter, and Reverb models) — **everything needed to achieve that classic ‘Wurly’ vibe or more adventurous sound design** (thanks to advanced in-depth control parameters: 10-band Graphic Equaliser; Vibrator Rate; Pickup Distance; Pickup Axis; Impedance; Damper Position; Dynamics; Octave Stretch; Hammer Hardness; Hammer Noise; Note Off Noise; Sustain Pedal Noise; Velocity Curve).

**For anyone looking for an effective electric piano paired with stimulating studio tools (including extensive MIDI mapping of pedals, effects, and sound engine parameters), Wurlitzer V is the answer and you know that for sure!**



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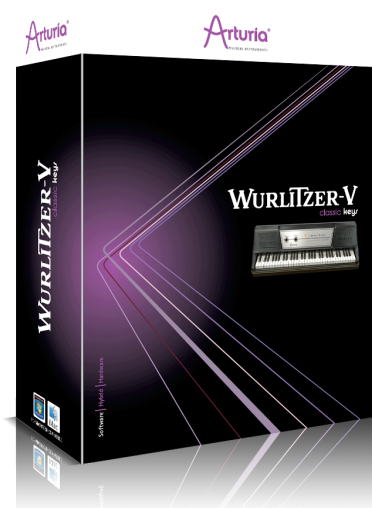
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**Wurlitzer V is available to purchase from Arturia's Online shop ([www.arturia.com/evolution/en/buy/online-shop.html](http://www.arturia.com/evolution/en/buy/online-shop.html)) as Mac-compatible (OS X 10.5 or higher — Intel only) and PC-compatible (Windows XP, Vista, and 7 — 32- and 64-bit) boxed software for €119.00 EURO/\$129.00 USD or as a software download for €99.00 EURO/\$99.00 USD.**

**More info at: <http://www.arturia.com/evolution/en/products/wurlitzer-v/intro.html>**

**Watch Wurlitzer V in action here: <http://www.youtube.com/watch?v=3-YKFxga7C0>**



**Print-ready, hi-res images:**

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

## About Arturia ([www.arturia.com](http://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 bijoux analogue monosynth (boasting MIDI, USB, and CV connectivity together with a host of unique features).