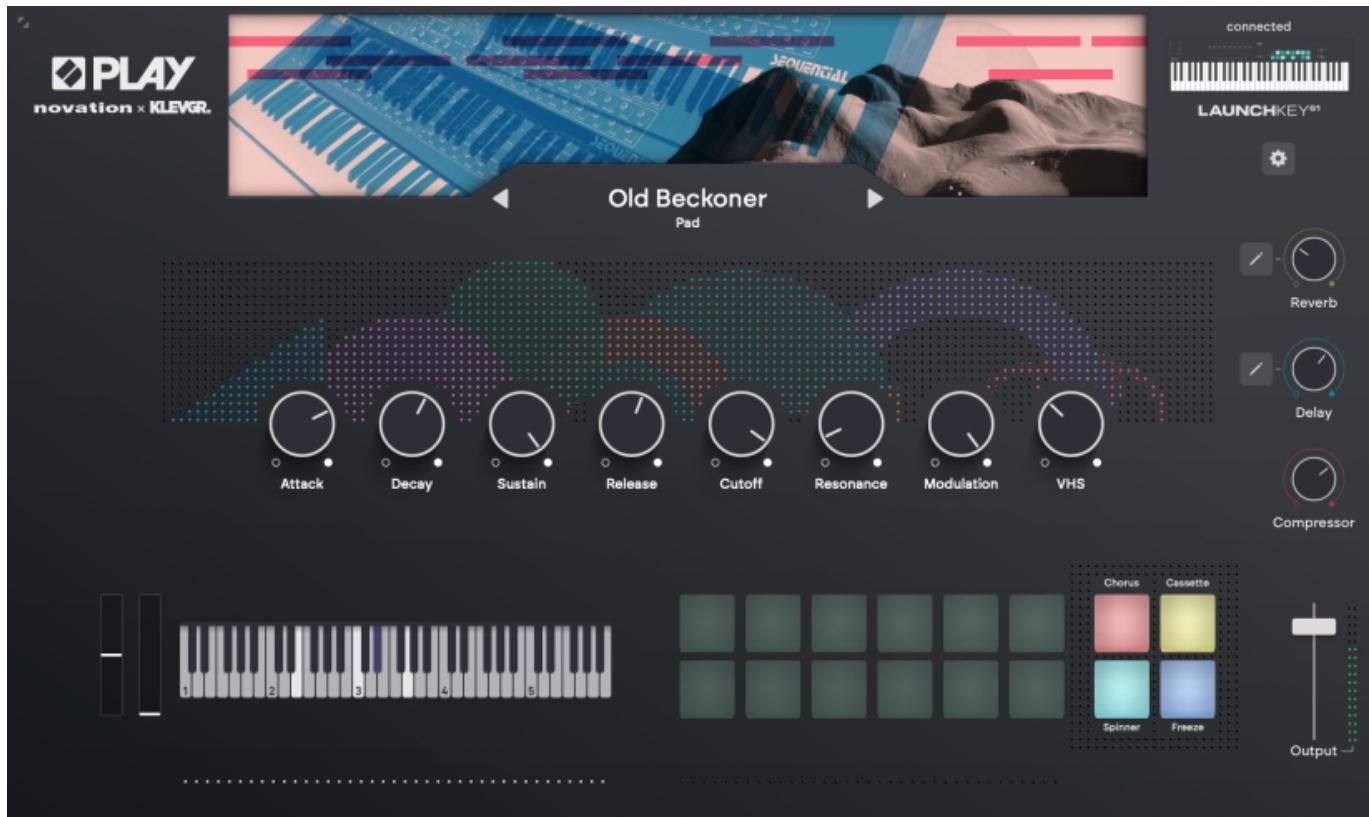


Novation Play



Novation announces the release of Novation Play, a new virtual instrument designed to inspire creativity with more than 80 expertly crafted presets, all sampled from iconic Novation, Sequential and Oberheim synthesizers. Novation Play features seamless, one-to-one hardware integration with Launchkey MK4's encoders, pads and buttons, delivering an immediate, instrument-like workflow without relying on a mouse or keyboard.

Available now at no additional cost to both new and existing Launchkey MK4 owners, Novation Play was developed in collaboration with Swedish plugin developer Klevgrand and is exclusively available for the latest generation of Launchkey controllers. Designed from the ground up with hardware control in mind, Play offers pre-mapped parameters, hardware-based preset switching, and clear visual feedback via Launchkey's color-coded pads, keeping musicians focused on performance and creativity.

"We're proud to introduce Novation Play, an expressive and intuitive new instrument that brings decades of iconic synth heritage directly to Launchkey MK4 owners," said Lola Muresan, Product Owner for Novation Play. "We took a hands-on approach, spending weeks meticulously sampling classic Novation, Sequential and Oberheim instruments to capture the unique character of each model. Every preset has been carefully shaped and curated, and we're excited to hear how artists bring these sounds to life in their own creative ways."

Key Features:

- The voice of Launchkey MK4: Novation Play is designed exclusively for Launchkey MK4, featuring intuitive, pre-mapped controls and real-time visual feedback via the controller's drum pads.
- Instant inspiration: When paired with Launchkey MK4, Play delivers a fast, hardware-style workflow that encourages experimentation and keeps users in the creative flow.
- 80+ inspiring presets: Play includes a wide range of basses, leads, pads, effects and drum kits, sampled from renowned hardware synthesizers including Novation Bass Station II, Nova and Peak; Sequential Prophet-5 and Prophet Rev2; and Oberheim OB-6.
- Four Pad FX: Add character and movement with up to four creative effects triggered directly from Launchkey's pads: Chorus, Cassette, Spinner and Freeze.
- Built-in delay, reverb and compression: In addition to Pad FX, Play includes a lush reverb, spacious delay, and a powerful one-knob compressor at the end of the signal chain.
- Clear visual feedback: Dedicated, color-coded pads indicate effect status through brightness. When a percussive preset is selected, remaining pads illuminate green to show they are ready to play.
- Fast hardware-based sound selection: Launchkey's encoder bank up and down buttons allow users to quickly scroll through Play's preset list without breaking workflow.
- Simple preset browsing: A dedicated browser organizes sounds by category and descriptive tags, with the option to favorite presets for quick access later.
- Standalone and plug-in formats: Novation Play works as a standalone desktop application and as a VST, VST3, AU, or AAX plug-in, making it compatible with all major DAWs.

Novation Play is available now for download via the My Software section of a user's Novation account for all Launchkey MK4 owners. It joins the Launchkey software bundle, which includes Ableton Live Lite and Cubase LE, along with a curated collection of instruments and effects from Klevgrand, GForce, Native Instruments, Orchestral Tools and interactive lessons from Melodics.

www.novationmusic.com