

# Novation Play



Novation today announces the release of Novation Play, a virtual instrument designed to spark inspiration with 80+ expertly-designed presets, all sampled from well-known Novation, Sequential, and Oberheim synthesisers. Play has one-to-one hardware integration with Launchkey's encoders, pads, and buttons for an immediate, instrument-like workflow, and is available to download now for new and existing owners of MK4 keyboards at no extra cost.

Created in collaboration with Swedish plugin developer Klevgrand, Play is exclusively available with the latest generation of Launchkey controllers and has been designed with hardware integration in mind. Pre-mapped controls, hardware-based preset switching, and visual feedback via colour-coded drum pads help to remove dependency on a mouse and keyboard and to keep users in their creative flow.

"We're proud to present Novation Play, our expressive and intuitive new instrument that brings decades of iconic, heritage synth sounds to Launchkey MK4 owners," says Lola Muresan, Product Owner for Novation Play. "We took a truly hands-on approach, spending weeks meticulously sampling Novation, Sequential, and Oberheim synths in order to showcase the beauty of each model. We've carefully shaped and curated each preset, and we're looking forward to hearing how artists bring them to life in their own unique ways."

### Key Features:

- The voice of Launchkey MK4: Novation Play has been designed exclusively for Launchkey MK4, featuring intuitive, pre-mapped controls and visual feedback via the hardware's drum pads.
- Spark instant inspiration: Paired with Launchkey MK4, Novation Play enables an immediate, hardware-like workflow that keeps you in the creative flow and encourages sonic experimentation.
- 80+ inspiring sounds included: Select, tweak, and play expertly designed basses, leads, pads, FX, and even drum kits directly from your Launchkey controller. All sounds are sampled from well-known hardware synthesisers including the Novation Bass Station II, Nova, and Peak as well as Sequential's Prophet 5 and Prophet Rev 2, and Oberheim's OB-6.
- Four Pad FX: Add flavour to your favourite sounds with up to four creative effects at once, triggered from Launchkey's pads: Chorus, Cassette, Spinner, and Freeze.
- Delay, reverb, and compression: In addition to the Pad FX, Play includes a lush reverb, spacey delay, and powerful one-knob compressor at the end of the chain.
- Visual feedback via Launchkey's pads: Play's four creative effects can be toggled on or off from dedicated, colour-coded pads, with status indicated by brightness. Select a percussive preset and the remaining pads will light up green to indicate they're ready to play.
- Rapid hardware-based sound selection: Launchkey's encoder bank up and down buttons toggle through Play's preset list.
- Easy preset browsing: Play's dedicated preset browser sorts sounds by category and displays descriptive tags for each sound. Favourite a sound for easy access later.

Works as a standalone desktop app and as a VST/VST3/AU/AAX plugin: Play works in all major DAWs but can also be run by itself on the desktop.

New and existing owners of Launchkey MK4 can download it now from "My Software" in their account. It joins the range's existing software collection, which includes Ableton Live Lite and Cubase LE alongside a wide range of instrument and effect plugins from Klevgrand, GForce, instruments from Native Instruments and Orchestral Tools, and lessons from Melodics.

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