

PROPELLERHEAD OFFERS UP ITS SOUL FOR CHRISTMAS

Buy and register Propellerhead Reason or Record Reason Duo during December 2009 and get the new Soul School ReFill for free

Propellerhead Software, the music making software pioneer, is offering a soulful deal during this festive period. Customers purchasing Reason or Record Duo, during December 2009, will get the new Reason Soul School ReFill package for free.

Soul School is Propellerhead's latest – and possibly coolest ever – ReFill. The Reason Soul School ReFill explores the classic sounds coming out of three of soul's biggest capitals: Detroit, Memphis and Cincinnati (see below). Composed exclusively for this ReFill and recorded using the finest in vintage technology, all material was played live by funk-savvy session musicians, simultaneously, without overdubs, for that genuine feel.

ReFill packages contain new sounds, patches, loops and grooves for your existing Reason music making software package. The ReFill format compresses audio samples to half their original size, with no loss of audio quality. ReFill samples also load faster in Reason.

"It's like finding the multitrack masters from a stack of unreleased records from that era," says Kristoffer Wallman, Propellerhead Content Manager. "When we started looking at the sounds we wanted to capture in Soul School, these three cities stood out with their distinct sounds and solid grooves."



Labeled Motown, the Detroit-based soul made famous by The Supremes, Marvin Gaye and many others is light, bouncy and joyful. In translating the Detroit sound to Soul School, Propellerhead focused on creating a Temptations style vibe, keeping the drums small in size, yet allowing a large and roomy overall sound.



Eternalised by Stax records and artists like Booker T, Memphis represents a 'rootsier', 'bluesier' sound. Soul School maintains a looser playing style, keeping drum and instrument sounds nice and dry.



Personified by Mr James Brown himself, the Cincinnati sound is funky, gritty, punchy and to the point. During the process of capturing the Cincinnati sound Propellerhead adopted the precise, almost mechanical, yet extremely funky playing style. The sound? Dirty.

The Reason Soul School ReFill offer is available in the UK during the month of December 2009. Soul School is also available directly from Propellerhead's website, priced €79.

- Offer: <http://www.soundtech.co.uk/propellerhead/news/free-reason-soul-school-offer>
- Propellerhead website: <http://tiny.cc/NGNAJ>
- Listen to samples: <http://tiny.cc/nykAF>
- You Tube Soul School video: <http://tiny.cc/CKWgQ>

Propellerhead is one of the world's leading makers of software musical instruments. It pioneered the concept of computer based software synthesis, invented the concept of "recycling" sampled sound material, and continues to raise the bar for quality, usability and new technology in software based music making. The company's key software products are Reason and ReCycle – both titles have won prestigious international awards, including two instances of the coveted MIPA award.

www.propellerheads.se

Sound Technology Ltd is the exclusive distributor of a select number of high-profile brands of pro audio equipment and musical instruments in the UK and Eire. Operating in multiple market sectors the company sells, markets and supports products for music retail, studio and broadcast, tour sound, commercial audio applications, engineered sound and cinema sound.

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