

## Key Features & Benefits

Feature	What it does	Benefit
<b>New VST3 Plug-in Set</b>	Adds 18 brand-new plug-ins based on the new VST3 plug-in standard. These professional quality effects cover a wide range of types and applications and showcase some of the new features available in VST3.	These great-sounding plug-ins showcase brand-new VST3 features like the automatic “silence detection”. They are highly optimized for different processor platforms, run natively on Mac Intel systems and support the VST3 “silence flag” to reduce processor load when no signal is present.
<b>Integrated HALionOne sampling instrument with Yamaha Motif waves</b>	This player version of HALion 3 comes bundled with a brand-new set of General MIDI compatible sounds based on the original waveforms from the acclaimed Yamaha Motif synthesizer.	Out of the box, Cubase Essential users can create great-sounding arrangements without having to add expensive virtual instruments. In addition, GM standard MIDI file songs can be imported, played and edited.
<b>Built-in Amp Simulator for instant guitar recording</b>	High-quality tube-amp and speaker cabinet modeling based on VST3 technology. Can be combined with up to seven additional insert FX into powerful Track Presets. Many great-sounding presets are included.	Great for guitar players! No need to purchase additional amp modeling software. A \$200-300 extra value.
<b>AudioWarp realtime time stretching / pitch shifting</b>	Changes tempo and pitch of audio events in realtime. Makes editing audio a lot like MIDI. Loops can match the project tempo and key.	Working with tempo-synced audio loops is dramatically simplified. User has access to hundreds of ACID loop libraries. Even regular WAV or AIFF files can easily be synced to the project tempo.
<b>Unique Arranger Track</b>	Splits any arrangements into musical parts that can be re-arranged without moving events in the timeline.	Like no other software of its kind, Cubase Essential combines linear and pattern-based arranging within a single user interface. Arranging music has become dramatically more intuitive with this feature.
<b>MediaBay database for sound management</b>	Integrated media management system featuring file browser, database, search engine and preview functions.	More than just a database, MediaBay is the new central media management system that handles all your media files: audio, MIDI, video, plug-in presets, track presets and even Cubase project files. Organize, catalog, categorize and preview files – even in project context.
<b>Instrument Tracks</b>	Instrument Tracks combine MIDI Input and Audio Output into one single track and mixer channel.	Instrument Tracks are a huge time-saver for using virtual instruments in Cubase Essential 4. Setting up a track for a VSTi is now only two clicks away. Instrument Tracks create only a single channel in the VTS mixer and have the additional benefit of showing MIDI and plug-in automation in the same location.
<b>Track Presets</b>	Track Presets are snapshots of entire track/channel strips. They are available for Audio, MIDI and Instrument Tracks and can be categorized using MediaBay attributes.	More than just a great time-saver, Track Presets open up a whole new way of working with sounds. Instead of looking at individual plug-ins, instruments and presets, a complex sound can now be saved into a single preset. This opens all-new creative possibilities.
<b>Drag &amp; Drop for Insert FX</b>	Insert FX plug-ins can be copied or swapped using drag & drop, even across channels.	Allows for more flexibility in routing effects and speeds up the process of setting up and comparing multi-effect chains.
<b>Cross-platform compatibility</b>	Supported operating systems are Windows XP, Windows Vista, Mac OSX 10.4 and 10.5 – including support for Intel processors	As any version of Cubase, Essential 4 runs on both PCs and Macs.

## Identifying Customer Needs

Qualifying Question	Why ask it?
<b>How do you manage thousands of sounds and loops?</b>	Typical project studios today have access to thousands of loops, virtual instrument sounds and plug-in effects. Users may not be aware, how much time they spend on searching for the right sound. Ever too often, the best sounds are never used. MediaBay and VST Sound dramatically change the way people work with their content. It's not only a huge time-saver, it boosts creativity, which is a major Cubase Essential benefit and perfectly demonstrated here.
<b>Have you ever had a problem getting a drum loop to play at the right time and in sync with your project?</b>	Cubase Essential 4 has possibly the most powerful and flexible solution for dealing with loops and tempo: AudioWarp. The new Sample Editor Inspector is like a power-tool for tempo operations.
<b>Do you ever need to work on more than one project at a time?</b>	Some music production software only allows you to work on one project at a time. With Cubase Essential, users may not only work on multiple open projects, they can also drag & drop parts/events from one project to another.
<b>Have you decided yet, which I/O hardware and operating system to use?</b>	Cubase Essential 4 also stands for "freedom of choice". As a user you may decide, which I/O hardware to use – or upgrade to. As a user you may also decide, which operating system and computer hardware you prefer. Cubase is fully cross-platform and offers equal performance on both PC and Mac. Because of its universal ASIO driver interface, there are a huge number of I/O devices to choose from.
<b>Are you a guitar player?</b>	Cubase Essential 4 comes with Steinberg's VST3 Amp Simulator plug-in, a state-of-the-art modeling amp and speaker simulator tons of great-sounding guitar sounds. Home and small project studios often do not provide the technical or acoustical requirements for guitar recording. With Amp Simulator, guitar players directly plug into their computer without the need of external equipment.

## Overcoming Objections

Objection	Response
<b>It's difficult to move stuff from one project to another.</b>	If your host only allows one project open at any time, it's even impossible to move stuff from one project to another, unless you like exporting/importing. In Cubase you can have multiple projects open at the same time. You can switch between them, drag parts or events from one to another, even without activating it, which saves time. And you never lose control over your work.
<b>MediaBay is slow. Also, I'm afraid of having it mess with my data.</b>	MediaBay had been slow when it was first introduced in Cubase Essential 4, because it kept a database of your entire file system. With Cubase Essential 4, you can define, which parts of your file system should be scanned and searched. MediaBay doesn't change your file system. It just gives you different views of your data, while offering powerful search and filtering tools. Your actual files are never touched unless you want it. On the other hand, VST Sound and MediaBay give you a whole new, much more musical way to look at your sounds and loops.
<b>My production work today is much more pattern-oriented. It needs software that supports my style.</b>	With the transition from Cubase SE3 to Cubase Essential, Cubase has evolved from a linear time-line focused to a versatile linear/pattern-style application. Both concepts are seamlessly integrated and work hand-in-hand. No other software of its kind offers this level of integration. The Arranger Track is totally unique and the VST Sound Loop Browser has some great search and preview options.
<b>There are too many versions of Cubase. I don't know what to buy!</b>	First of all: any version of Cubase has the "Cubase Family Values": recording, editing and mixing; integrated plug-ins and virtual instruments and a user-friendly, intuitive workflow – all in one cross-platform (Mac and PC) software package. Whatever you buy, you can't go wrong.  To find the best version of Cubase for your needs: Cubase Essential 4 is great for any personal studio, while Cubase Studio 4 works best for small to medium project studios, as well as teachers and students looking for powerful notation tools. Finally, Cubase 4 as the flagship version is the professional music production system. It's designed to be at the center of a state-of-the-art music production studio, perfectly merging the software and hardware worlds into one total solution.