

Sequel

Tagline

Music Creation and Performance

Positioning Statement

“Sequel is a brand-new and exciting way to experience making music on a computer. Combining intuitive tools to record, edit, mix and perform music with great-sounding loops, instruments and effects, Sequel is the perfect first step into music production and performance.”

Product Summary

Sequel is a complete and easy-to-use music studio, which combines recording, editing, mixing, instruments and effects in one affordable package. Contains more than 5000 loops! ^[25]

From the creators of Cubase – world’s most popular music production software – comes a brand-new and easy-to-use music studio designed for first-time computer music enthusiasts. Sequel combines lightning-fast recording, editing and mixing with integrated instruments and effects, plus powerful arranging and performance features. Also includes more than 5000 loops! ^[50]

From the creators of Cubase – world’s most popular music production software – comes a brand-new and easy-to-use music studio designed for first-time computer music enthusiasts. Sequel combines lightning-fast recording, editing and mixing with on-board instruments and effects, plus powerful arranging and performance features. Sequel runs on both PCs and Macs and comes with a massive library of more than 5000 loops, over 600 of ready-to-play instrument sounds, stunning effects and the same state-of-the-art audio engine that is preferred by many world-class producers all around the globe. It’s never been more fun to create music on a computer! ^[100]

Unique Selling Points

- 1) Complete all-in-one package includes thousands of loops, hundreds of instruments and a complete effects set; ready-to-use straight out of the box!
- 2) Arranger mode with free-form pattern-style arranging in realtime takes any project to the stage!
- 3) Seamless combination of linear and pattern based arranging
- 4) Runs on both Windows and Mac

Top-10 Features

- **Record, edit and mix music in any popular style**
- **Perform your projects live – on stage or at home**
- **Arranger track for lightning-fast pattern-style producing**
- **Audio and instrument parts follow tempo and key in realtime**
- **More than 5000 of loops from world-class producers included, covering popular styles like Hip-Hop, R&B, Dance, Electronic, Pop, Metal, World, and many more**
- **Use a keyboard to control 600+ of ready-to-play instruments, or record your own instrument through dozens of great-sounding track presets**
- **Mix your projects like a pro with EQ and Dynamics in every channel**
- **Polish your mix with a complete set of integrated audio effects**
- **Export your music directly to iTunes**
- **One window – many possibilities: learn how to make music in just minutes – on either PC or Mac**

Target Customers

- **Music Enthusiasts (non music educated)**
Motivation: to create tracks from loops, edit/remix recorded music, eventually exploring Arranger Mode in a playful way.
Advantage: Sequel content; single-window concept
- **Entry Level Musicians (music educated or non music educated)**
Motivation: to record original instruments, play integrated software instruments and gradually learn computer-based music production. Collaborate with musicians using Cubase.
Advantage: Linear and pattern-style recording/editing
- **Teachers and Students**
Motivation: to learn/teach various methods of music creation on a computer, to learn/teach musical styles, structure and interaction, eventually create interest in learning to play an instrument or further delve into the techniques of music production.
Advantage: Price/Performance and ease-of-use
- **Semi Pro and Pro Musicians (incidental targets)**
Motivation: to sketch ideas before editing out in a professional DAW. Access the extensive loop library of Sequel from within Cubase.
Advantage: uncompromised sound quality and vast content