

# GO DOUBLE PLATINUM WITH APC

UNTIL 5.3.20

BUY ANY FEATURED APC CONTROLLER & RECEIVE EXCLUSIVE ABLETON-READY  
SAMPLE CONTENT FROM SAMPLE TOOLS



AVAILABLE FOR **APCmini** | **APCKEY25** | **APC40MKII**

## NEWSFLASH

### AKAI PROFESSIONAL AND SAMPLE TOOLS BY CR2 ANNOUNCE A LIMITED-TIME PROMOTION FOR THE LEGENDARY APC SERIES

*Until May 3rd, 2020, new and existing users of the APC Mini, APC Key 25 and APC40 MKII are eligible for two exclusive Ableton Live project templates and sample packs.*

Producers and live performers, looking for some creative stimulation? This is the promotion you've been waiting for! Akai Professional and Sample Tools by Cr2 are back with another limited-time promotion for new and existing users of the iconic APC Series. From February 3rd 2020 until May 3rd 2020, users of the APC Mini, APC Key 25 and APC40 MKII are eligible for a free download of two exclusive sample packs and Ableton Live project templates from the Platinum Producer Series that provide all the tools to spark that initial idea or add the final polish to your latest masterpiece.

#### **Platinum Producer: Urban**

Looking to kickstart your Urban music productions? These Ableton Live packs and project templates are for you! This collection is brimming with Bass Hits to throw into a sampler, warm Bass Loops to chop up, punchy Drum Hits (including kicks, snares, claps, hats and percs), as well as groovy Drum Loops that will get the vibe going instantly. Also included are a range of edgy FX to spice up your productions, detailed synth samples, plus a selection of scintillating musical loops custom built for Urban productions.

#### **Platinum Producer: Electronic and Dance**

This pack really will take your House/Dance music productions to the next level. Combining beefy Bass Loops, deep Bass Hits to throw into a sampler, hard hitting Drum Hits (including kicks, snares, claps, hats and percs), as well as Drum Loops that will pound through your chest, everything you need to spice up your productions is here. What's more, this pack also includes futuristic FX that will add flair to your productions, screaming synth samples to experiment with, plus a selection of epic synth loops designed to instantly get any crowd off their feet.

## About Akai Professional's APC Series

In 2009, Akai Professional collaborated with the creators of Ableton Live, world-renowned creators of powerful music performance and production software, and introduced the original Ableton Performance Controller—APC40. The instrument raised the standards of controller design, revolutionized hardware and software integration, and proved to be an essential performance tool for Ableton Live users everywhere. Now, after incorporating five years of user feedback into their development, Akai Professional builds upon this original partnership with the latest generation of the APC family—APC40 MKII, APC Key 25, and APC Mini.

## APC Mini Highlights

Compact Ableton Live Controller

- Ultra-portable all-in-one Ableton Live controller
- 8x8 clip matrix with tri-color lighting displays current clip status
- Shift button and directional arrows manipulate the scope of the grid
- Compact, durable design for mobile performers and producers
- Seamlessly integrates 1-to-1 with Ableton Live
- 8 assignable faders + 1 master fader
- USB-powered and plug-and-play setup for Mac and PC
- Production package included: Ableton Live Lite, Hybrid 3 by AIR Music Tech, and Toolroom artist launch packs (downloads)

## APC Key 25 Highlights

Ableton Live Controller with 25-note Keyboard

- Ableton Live controller with built-in performance keyboard
- Clip-launch matrix with tri-color lighting displays current clip status
- 8 assignable knobs map to Ableton Live and control volume, sends, and more
- Dedicated Octave Up, Octave Down, and Sustain buttons
- Production package included: Ableton Live Lite, Hybrid 3 by AIR Music Tech, SONiVOX Twist, and Toolroom artist launch packs (downloads)
- Seamlessly integrates 1-to-1 with Ableton Live
- 25 synth-action mini keys
- Shift button and directional arrows manipulate the scope of the grid
- USB-powered and plug-and-play setup for Mac and PC
- Includes VIP3.0 - the ground-breaking, award-winning music software platform that provides musicians and composers with a powerful hands-on control solution for their virtual instrument and virtual effect collection.

## APC40 MKII Highlights

Ableton Live Performance Controller

- Provides hands-on control of Ableton Live
- 5x8 clip-launch matrix with RGB feedback for clip status and color coding
- USB-powered and plug-and-play connectivity for Mac and PC
- Assignable A/B crossfader for dynamic mixing on the fly
- Revised knob layout with in-line controls for streamlined workflow
- Seamlessly integrates 1-to-1 with Ableton Live (v9.1.3+)
- 9 channel faders, 8 control knobs, and 8 device controls interface with Ableton Live
- Sends button for quick access to 8 send buses
- Shift button and directional arrows manipulate the scope of the grid
- Production package included: Ableton Live Lite with Puremagnetik Effect Racks, Hybrid 3 by AIR

Music Tech, SONiVOX Twist, Prime Loops sample packs, and Toolroom Records artist launch packs (downloads)

### **About Sample Tools by Cr2**

A subsidiary of world-renowned dance music record label Cr2 Records, Sample Tools by Cr2 brings the label's reputation for quality, forward-thinking dance music into the sample pack world!

As market leaders of sample packs and production toolkits, Sample Tools by Cr2 hones in on the details and intricacies that make up the rich tapestry of music production. Through the delivery of exceptionally crafted packs from a select team of producers from around the globe, Sample Tools by Cr2 provides music producers with cutting-edge sounds from across the electronic dance music spectrum as well as covering all things Urban and Pop.

If you're looking to create bigger beats, harder drops, crisper synths and release high quality music on your favourite record labels, Sample Tools by Cr2 provide you with the tools and tuition you need to succeed!