

## Heavyocity Announces Release of *ALLURE: Modern Upright*

NEW YORK, May 29, 2024 – Heavyocity Media proudly introduces *ALLURE: Modern Upright*, a reimaging of the upright piano, designed to redefine how we experience the expressiveness and intimacy of the legendary upright piano sound. Recorded in meticulous detail, this modern interpretation of the upright piano opens doors to a world of inspiration and innovation.

Beginning with a premium 53-inch upright piano, hand-selected by the Heavyocity team for its intimate warmth and captivating texture, they captured the natural upright, felted keys, and unique prepared articulations—utilizing brushes, twine, mallets, and plucks.

Brimming with over 16 GB of meticulously sampled intimate piano content, including 11,200 samples and over 95 expertly crafted snapshot presets, *ALLURE* pushes past the confines of the ordinary, delving into a world of captivating performances and creative techniques. From delicate brushes to resonant plucks, *ALLURE* captures the essence of intimate expression—offering a palette of sonic possibilities for your creative exploration. Paired with Heavyocity’s signature sound design, all housed in the powerful ASCEND engine, *ALLURE* allows your creativity to extend beyond its physical keys.

"This isn't just another piano," said Dave Fraser, Co-Founder, Heavyocity. "*ALLURE* is an extension of your creative self, allowing you to explore the piano and its sonic identity in new and evocative ways."

Experience the allure of modern expression with *ALLURE: Modern Upright*.

For a limited time, Heavyocity is offering *ALLURE: Modern Upright* for \$119 (reg. \$149). In addition, owners of ASCEND, ASPIRE, or AVANT will get an additional \$20 off with registered serial. Offers end June 7, 2024.

As a “powered-by-Kontakt” instrument *ALLURE: Modern Upright* offers all playback and sound-shaping functionality through the full version of Kontakt 6 or the free Kontakt 6 Player.

**PRICING AND AVAILABILITY**

*ALLURE: Modern Upright* will be available at [www.heavyocity.com/ALLURE](http://www.heavyocity.com/ALLURE)

Release date: May 29, 2024

~~*ALLURE: Modern Upright* - \$149 USD~~

Limited-Time *ALLURE: Modern Upright* Offer - \$119 USD

Limited-Time *ALLURE: Modern Upright* Offer for ASCEND, ASPIRE, or AVANT owners - \$99 USD

Offers End: June 7, 2024

**PRESS CONTACT**

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**ABOUT HEAVYOCITY MEDIA**

Heavyocity Media is a developer of award-winning virtual instruments and effects for computer-based music production, composition, and sound design. Heavyocity's critically-acclaimed products push the boundaries of creativity, providing new and unique tools for professional composers and producers.