



## FACTSHEET MICROLAB



MicroLab is a small, smart 25-key controller that ticks all the boxes. It's for the person first getting into music production, the guitarist who just needs to enter some notes to accompany their songs, and the semi-professional who requires a portable yet high-quality controller keyboard.

MicroLab will include Analog Lab Lite which comes with over 600 presets from V Collection. Also included is Bitwig 8-TRACK and UVI Grand Piano; not just a solid and affordable keyboard, it's a mega-bundle to get people making music! With Arturia impressive track record of success in this category (over 100.000 Slim-Keys™ controllers sold) there is no doubt that MicroLab will quickly become a best seller!

### PRODUCT DETAILS

**Unleash your software** - Want to get hands on with your music software? MicroLab gives you instant, effective control, letting you play all your soft-synths and virtual instruments, wherever, whenever.

**High quality keys** - Unlike other mini-key controllers, you'll actually enjoy playing MicroLab. It features the same keybed as our award-winning MiniLab mkII, it's responsive, and velocity-sensitive.

**Smart controls** - With just 4 buttons and 2 touch strips, MicroLab still gives you an awesome level of control. Sustain notes with a button, play chords with one note, swipe through presets and tap to select.

**Self-contained** - Everyone hates loose cables, so MicroLab features an integrated cable-tidy recess to keep your setup neat, and make storage and travelling quick and easy.

**Put it anywhere** - The USB port is recessed, so no cables stick out. Use it in any setup: push it up against your laptop, use it side-by-side with other gear, no mess, no fuss.

**A flash of color** - MicroLab's rubberized case isn't just for show, it also protects your controller when you're on the move, and lets you efficiently store your USB cable.

### ANALOG LAB LITE



## SELLING POINTS

- Industry acclaimed 25 velocity sensitive Slim-Keys™ keybed
- Integrated cable-tidy recess to keep a setup neat, and make storage
- Flashy rubberized case that protects the controller when you're on the go
- Capacitive pitch and modulation touch strip
- Analog Lab Lite included: 600+ high quality sounds right out of the box
- Also includes Bitwig 8-TRACK and UVI Grand Piano

## MARKETING

- . Press Release and email blast (+435.000 email addresses)
- . Marketing and tutorial videos
- . Solid digital marketing budget: display, re-marketing, in-stream videos
- . Print advertising in major music magazines
- . Artist Relations and Youtube partnerships
- . Communication kit will be available to download [here](#) with your personal access code



## SALES &

Product name	MicroLab Black	MicroLab Blue	MicroLab Orange
SKU number	230512	230511	230513
EAN code	3760033531427	3760033531410	3760033531434
Product size	16.6" x 7" x 2"		
Net weight	1.8 lbs		
Gift Box size	18.8" x 6.6" x 3"		
Gift Box weight	2.5 lbs		
Box content	MicroLab, USB cable and quickstart		
Master Pack size	19" x 15.6" x 7.5"		
Master Pack weight	28.7 lbs		
Units by master pack	10pcs		