

FL Studio 9

Point of Sales Signage Bullets

FL Studio Signature Bundle

Aimed at people who are looking for a feature-rich bundle of FL Studio. Signature Bundle is a 'bundle' including FL Studio Producer Edition + a collection of our 'signature' (most advanced) plugins. It's the cost effective way to get your hands on our best gear.

Tag lines:

- FL Studio, the complete virtual studio!
- The fastest way from your brain to your speakers!
- Incorporating over 10 years of inspired development!

Features:

- Record & edit vocal, guitar or other performances
- Includes FL Studio Producer Edition + Maximus maximizer, Sytrus synthesizer, Hardcore Guitar FX suite, DirectWave & FL Synthmaker.
- Play or sequence software & hardware instruments (VST, DX & MIDI)
- Mix & master songs with professional results (105 channel mixer)
- Bonus \$49 virtual cash card, redeem for any extras you want online
- Use FL Studio as a VST instrument or Rewire client with other DAWs.
- Arrange audio, scores & automation in the Playlist.
- Over 25 instruments, 35 effects plus FL Synthmaker.
- Integrated audio editor with audio analysis & noise removal tools.
- Create wav, mp3 or midi songs in only minutes after launching FL Studio.

FL Studio Producer Edition

Aimed at people who are looking for the highest level of functions in FL Studio. It gives you access to Audio Recording, Automation Clips, Slicex, Edison and more!

Tag-lines:

- FL Studio, the complete virtual studio!
- The fastest way from your brain to your speakers!
- Incorporating over 10 years of inspired development!

Features:

- Record & edit vocal, guitar or other performances.
- Play or sequence software & hardware instruments (VST, DX & MIDI)
- Mix & master songs with professional results (105 channel mixer)
- Ready to rock! Over 25 instruments, 35 effects + FL Synthmaker
- Bonus \$49 virtual cash card, redeem for any extras you want online.
- Use FL Studio as a VST instrument or Rewire client with other DAWs.
- Arrange audio, scores & automation in the Playlist.
- Integrated audio editor with audio analysis & noise removal tools.
- Create wav, mp3 or midi songs in only minutes after launching FL Studio.

FL Studio Fruity Edition

Aimed at those people who need Piano roll for sequencing functions but don't need Audio Recording, Slicex, Edison or Automation Clips (although Automation is still possible with the Event Editor).

Tag-line:

- The fastest way from your brain to your speakers!
- Incorporating over 10 years of inspired development!

Features:

- Play or sequence software & hardware instruments (VST, DX & MIDI)
- Arrange score sequences & automation in the flexible Playlist
- Mix & master songs with professional results (105 channel mixer)
- Fast efficient song creation (WAV/MP3/MIDI)-unrestricted workflow
- Bonus \$49 virtual cashcard, redeem for any extras you want online.
- Use FL Studio as a VST instrument or Rewire client with other DAWs.

Unique Selling Point Considerations

FL Studio Target customer –

- Male aged 14 to 45 (females however may be attracted to the fruit ☺).
- In Store looking at starting home recording or making beats.
- Plays an instrument (guitar/keyboards) or is a vocalist.
- Hip-Hop/Drum & Bass/Trance electronica fan.
- Thinking of buying hardware but has PC.
- Has access to the internet.
- May have heard about FL Studio or Fruityloops, unsure if it is for him.

Problems –

- Too many software & hardware options
- Unsure what his needs are for Software and Hardware
- Doesn't understand software/DAW (Digital Audio Workstation) jargon
- Doesn't want to buy something that is a dead-end or toy.
- Needs post-purchase support.

FL Studio Resolutions –

- Easy to use, fast efficient workflow.
- One software package meets all needs.
- Only need for FL Studio and PC to get started.
- FL Studio is expandable depending on needs, start small (Fruity edition, ...) buy stuff as required.
- Comprehensive getting started guide, inline manual and tutorials.
- Active online user community with real access to program developers.

Unique Selling Points

- Best sequencing options in class (amazing Piano roll and Step sequencer)
- Complete automation integration and internal integration plugins.
- Looks beautiful, integrated optimised interface. Very popular on the Internet (community, tutorials, extra samples, ...).
- FL Studio adapts to user workflow rather than the other way around.
- Fast efficient workflow. Fastest way from brain to speakers.
- Open architecture (VST, DX, Rewire & MIDI) that allows third-party plugin integration

Guarantees

- One of the worlds most popular DAWs
- Open standard support (VST, DX, Buzz, MIDI).
- Fast efficient workflow.
- Unrestricted Playlist.
- Active online community @ Image-Line and many 3rd party sites.
- Online access to program developers and support staff.
- Life Time Free Updates option for FL Studio software allowing customers to free online updates to the latest FL Studio version.
- Buy only what you need. Grow later.
- \$49 virtual cash voucher to redeem online as they wish.
- Transform your PC into a complete virtual studio.