**FOR IMMEDIATE RELEASE**

**Propellerhead Releases Free Reason 9.1 Update**

Jam or create music together using Reason with Ableton Live and Link-enabled apps

**Stockholm, Sweden, September 14, 2016 –** Propellerhead Software today announced Reason 9.1, the newest update to the award-winning Reason music production software. Expand your workflow, access new sounds and effortlessly jam or create music in real-time using Reason 9 with Ableton Live and Link enabled apps.

Reason 9.1 is a free update to Reason 9 that brings Ableton’s Link technology to the Reason Rack. The first third party DAW to support Ableton Link, Reason 9.1 can effortlessly play in time with Link-enabled apps on desktop and mobile.

“We’re thrilled to provide Reason 9.1 as a free update after the great response to Reason 9,” said Mattias Häggström Gerdt, Propellerhead Product Marketing Manager. “Adding Ableton Link in addition to the three new Player devices, 1000 new sounds, Pitch Edit, numerous workflow enhancements and the addition of the Pulsar dual-channel LFO makes Reason 9 even more fun for making music—from initial jam to polished song.”

Reason 9 was released on June 21 which builds on the award-winning Reason platform by introducing a host of new devices, sounds, and creative tools that inspire music makers to create more and better music from initial concept to a polished song.

Ableton Link was introduced in Nov 2015 as a way to let apps on different devices to play in time, needing only a WiFi connection to start on the beat and stay in tempo. The technology was developed for Ableton Live and was quickly adopted in mobile apps such as Gadget by Korg, Figure by Allihoopa, iMaschine by Native Instruments and many more.

Get started with Reason 9.1 quickly, without the hassle of a big download or a bulky manual install. Simply download today using the convenient auto-update feature in Reason 9. Owners of earlier Reason versions can upgrade directly to Reason 9.1 [here](https://shop.propellerheads.se/product/reason-9-upgrade/).

For full details regarding the Reason 9.1 update, visit [www.propellerheads.se](https://www.propellerheads.se/reason-91)

View the Reason 9.1 video [here](https://www.youtube.com/watch?v=EkU_TmzsAZA).

**Pricing and availability**

Reason 9.1 is a free downloadable update for Reason 9 owners.

Reason is available for purchase as a direct download from Propellerhead’s website, or from authorized dealers worldwide at the following suggested retail pricing:

[Reason](https://shop.propellerheads.se/product/reason-9/) — EUR €405 / USD $449
[Reason Essentials](https://shop.propellerheads.se/product/reason-essentials-9/) — EUR €120 / USD $129
[Reason Upgrade](https://shop.propellerheads.se/product/reason-9-upgrade/) (from any previous Reason version) — EUR €129 / USD $129

**About Propellerhead Software**

Formed in 1994, Propellerhead Software is a privately owned company based in Stockholm, Sweden. Renowned for its musician-centric approach, Propellerhead has created some of the world’s most innovative music software applications, interfaces and technology standards. Musicians, producers and the media have praised Figure, Reason, ReCycle and ReBirth applications for being inspiring, great sounding and of impeccable quality. Technologies such as ReWire and the REX file format are de-facto industry standards, implemented in all major music software. Today, Propellerhead’s products are used all over the world by hundreds of thousands of professionals and enthusiasts for all kinds of music making.

[http://www.propellerheads.se](http://www.propellerheads.se/)

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