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**Rhodes and Cherry Audio Launch the Rhodes Chroma Plug-In: A Legendary Synth Reimagined**

**Leeds, United Kingdom, October 29, 2024 — Rhodes Music, in collaboration with Cherry Audio, is excited to announce the rebranding of the Chroma plug-in as Rhodes Chroma by Cherry Audio. This virtual instrument revives the legacy of the iconic Rhodes Chroma synthesizer from the 1980s, bringing its distinctive sound to a new generation of musicians and producers.**

**Rhodes Chroma: Reviving a Classic**

The Rhodes Chroma was originally developed by ARP Instruments in 1979 and was one of the most advanced synthesizers of its time. In 1982, Rhodes acquired the design, making it the first synthesizer released under the Rhodes brand. With 16-voice polyphony, microprocessor control, and a groundbreaking modulation system, the Chroma became a staple among prominent musicians like Herbie Hancock and Joe Zawinul. Despite limited production, with fewer than 3,000 units made, the Rhodes Chroma remains one of the most sought-after instruments in the synthesizer world.

Originally released by Cherry Audio in May 2024, the Rhodes Chroma plug-in by Cherry Audio has now been rebranded through a collaboration with Rhodes Music. This rebranding marks a new chapter in the synthesizer’s legacy, aligning the product with its historical roots under the Rhodes name. The plug-in remains a faithful recreation of the original 1980s Rhodes Chroma, enhanced with modern features that make it accessible to today's musicians and producers, offering them the chance to experience one of the most iconic synthesizers in music history.

“We are immensely proud to announce the rebranding of the Rhodes® Chroma plugin, designed by esteemed plug-in makers Cherry Audio, and now brought to you by Rhodes® for the first time since its original launch in 1982,” says Dan Goldman, Chief Product Officer at Rhodes. “This incredibly authentic plugin finally brings back this legendary and sought-after Rhodes polyphonic synthesizer, so that everyone can access its uniquely magical tone in their productions.”

"As we reintroduce the Chroma plug-in as Rhodes Chroma by Cherry Audio, we're thrilled to continue to honor the legacy of the iconic Rhodes Chroma synthesizer," said Dan Goldstein, Chief Technology Officer at Cherry Audio. "This collaboration with Rhodes Music signifies our commitment to expanding the reach and awareness of this extraordinary instrument, enabling a new generation of musicians and producers to experience its distinctive sound."

**Key Features of Rhodes Chroma by Cherry Audio:**

* **16-Voice Polyphony**: Faithfully replicates the full polyphonic sound of the original synthesizer.
* **Layer and Split Modes**: Expander mode for richer soundscapes and split-keyboard functionality.
* **Accurate Emulation**: Emulates the original’s oscillators, filters, VCAs, LFOs, and modulation paths.
* **Enhanced Interface**: Modern user interface with pop-up windows and real-time feedback for easy sound design.
* **Integrated Effects**: Includes seven studio-quality effects, such as distortion, reverb, and modulation tools.
* **Compatibility**: Supports SysEx patch data import and WAV-format cassette data from the original hardware.

**Pricing and Availability**:

The Rhodes Chroma by Cherry Audio will be available for purchase starting October 29, 2024, with special introductory pricing.The plug-in can be purchased on both the Rhodes Music and Cherry Audio websites, as well as on popular plug-in marketplaces like Plugin Boutique.

**Chroma Standard Pricing:**

* GBP: £64.95 (inc. taxes)
* USD: $69.00
* EUR: €74.95 (inc. taxes)

**Chroma Intro Pricing (≈30% discount) from October 29th until November 8th**

* GBP: £44.95 (inc. taxes)
* USD: $49.95
* EUR: €54.95 (inc. taxes)

**About Cherry Audio**

Cherry Audio was launched in 2018 by a group of innovative developers, synthesizer designers, sound programmers, and musicians, who turned their dream into reality. Their Voltage Modular product introduced an innovative alias-free analog modeling oscillator design, based on decades of experience in creating audio and DSP software. Since then, Cherry Audio has evolved and expanded its catalog to offer a wide range of high-quality virtual instruments with features tailored to the needs of the most demanding modern producers.

**About Rhodes**

For Rhodes loyalists around the world, this is a new chapter in Rhodes history; not a new book. With the Rhodes MK8, we’re returning to the principles, aesthetic, craftsmanship and pride of Harold Rhodes’ originals. We’re paying homage to the past with our gaze fixed firmly on what lies ahead.

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