

PRESS RELEASE

Joué
Music Instruments

**The best way to
(re)start making
music**



SUMMARY

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An innovative startup

Based in Bordeaux, the Joué Music Instruments team designs intuitive and durable musical instruments offering a new experience of music making.

In 2016, Pascal Joguet (co-creator of the legendary JazzMutant Lemur) teamed up with Arnaud Rousset to design the Joué Pro: an expressive and modular MIDI controller for advanced musicians, now used by many artists around the world.

Frustrated by the difficulties of satisfying amateurs and beginners, current music software remaining too complex to be used easily, the team launched the Joué Play in October 2020. With the app that comes with the intuitive and playful instrument and content guiding the user to replay well-known songs easily, the company is dedicated to make music creation a fun and daily practice.

Key figures:

- + 4000 users in 52 countries
- 13 Resellers in 9 countries
- + 150 hours of Joué Music Sessions



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A few words Pascal (Président)

Since I was young, I have been passionate about two things: music and technology.

I co-created my first instrument 15 years ago, the essential Lemur, which has since been used by many great artists around the world.

In 2015, at a turning point in my life, I came back to my piano that I hadn't touched in 8 years, and started playing... The emotion I felt that day was so strong that I wished everyone could feel it at some point in their lives.

So I started to work on a new instrument accessible to everyone, whatever their musical or technical level. An instrument that combines the magic of the digital world with the beauty of the traditional world.



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A responsible and inclusive company

Joué Music Instruments is a Social and Solidarity Economy company as a socially and environmentally responsible start-up.

We privilege a local production, use sustainable materials and we go against programmed obsolescence.

We value the relationships created with our industrial partners. Our products are manufactured locally, which ensures reliability, shared corporate values and mutual trust.

Always listening to our users, whether they are beginners, amateurs or expert musicians, our community of players remains our most important partner in the way they inspire us every day to develop our product.



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An instrument for your creativity

The Joué Play is an instrument designed to facilitate access to musical practice. It is designed for children who marvel at the first notes as well as for adults who discover a new way to (re)make music.

The Joué Play application (available on iOS, PC and MacOS) and the content that goes with it make practicing fun and intuitive.

✓ An intuitive multi-instrument



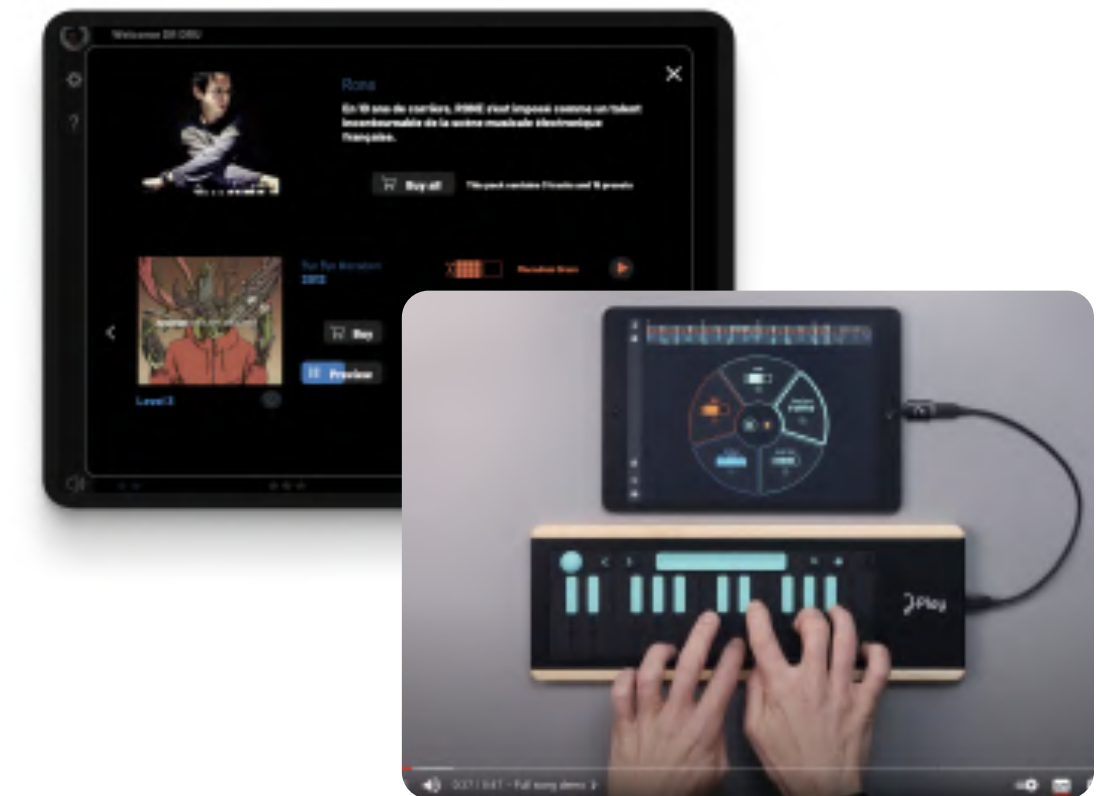
- 4 instruments in 1 + Built-in effects
- Fun and expressive
- Suitable for all levels and ages (from 8 years old)
- Eco-friendly

✓ A simple musical app



- High-quality sounds
- "looping" feature
- Simplified mixing
- Sharing option

✓ Interactive content to progress



- Artist Packs to re-create your favorite artists' tracks
- Tutorials to guide you in the musical practice

Joué Play

Ease of use

Basic gestures
No settings

Fun

Play the music you love
with built-in covers

Expandable

A solution that
grows with you

Engaging

It sounds good &
progresses are quick

All Music Style

From Rock to
HipHop

Multi-players


Play alone or
with friends



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Offer & Prices

Joué Play




The image shows the components of the Joué Play Starter Pack. At the top is a tablet displaying the Joué Play app interface. Below it are five MIDI controllers: a guitar pad, a piano pad, a keys pad, and a drum pad. A cable connects the tablet to the guitar pad.

- 1 Play Board
- 1 Play Guitar Pad
- 1 Play Piano Pad
- 1 Play Keys Pad
- 1 Play Drum Pad
- + Joué Play App
- + interactive content

Starter Pack (2 pads) : 245€
Full Pack (4 pads) : 295€

Joué Play Pro Option



The image shows the components of the Joué Play Pro Option. It includes the same five MIDI controllers as the Starter Pack, plus a tablet displaying the Joué Play app interface. A cable connects the tablet to the guitar pad. Below the controllers are icons for various software applications: Live, NI, and others.

- 1 Play Board
- 1 Play Guitar Pad
- 1 Play Piano Pad
- 1 Play Keys Pad
- 1 Play Drum Pad
- + Joué Play App
- + **Joué Editor** to configure it with all DAWs.

Starter Pack (2 pads) + Pro : 295€
Full Pack (4 pads) + Pro : 345€

Coloris of the pads : "Fire" ou "Water"

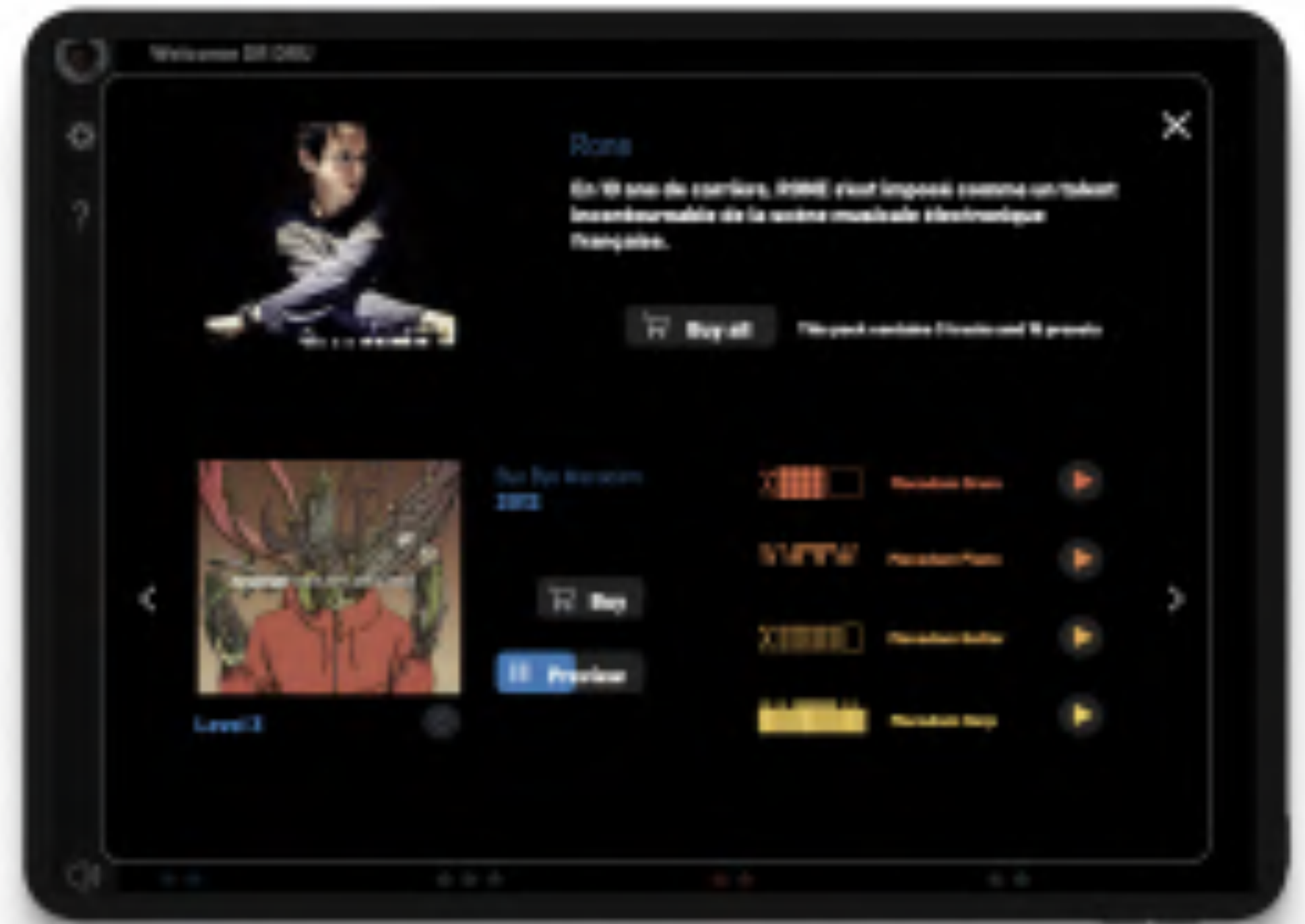
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2022: interactive content for beginners: "Artist Packs".

To guide beginners even more in the musical practice, the team keeps developing the content of the application related to its instrument Joué Play. In addition to providing users with a series of tutorials, Joué Music Instruments is preparing the launch of "Artist Packs" in collaboration with famous artists.

Available as direct downloads in the version 2.0 of the Joué Play app, "Artist Packs" offer a new experience to the user who is guided to play back the songs of his favorite artists in no time. It is also possible to use the instruments downloaded for your own creations.

For the launch of the "Artist Packs", scheduled for Christmas 2021, the company is collaborating with Rone. A well-known star of the French electronic music scene who will offer his fans a unique experience thanks to Joué Play. Many other collaborations will be launched with national and international artists in 2022.



 [**Artist Packs**](#)





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