

Focusrite plc acquires Sequential in industry development



In a joint statement, Focusrite Group and Sequential LLC today announced that Focusrite plc, a leading global creator of music and audio hardware and software products, has acquired Sequential LLC, the respected American synthesizer manufacturer led by legendary electronic instrument designer and Grammy winner Dave Smith.

Both companies stand to benefit from the synergy created by the acquisition. The Focusrite Group will add the venerable Sequential line of instruments to its already-impressive portfolio of products, which includes the acclaimed Focusrite, Focusrite Pro, Martin Audio, Optimal Audio, ADAM Audio, Novation, and Ampify brands. Sequential will benefit from greater resources to expand its global markets and future R&D efforts.

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Sequential's Dave Smith said, "With Focusrite, we've found an ideal home and a perfect cultural and technological fit. Phil Dudderidge and his team have a long history of quality, vision, and focus on what musicians and audio professionals really want. We're excited to join such an industry powerhouse and contribute to our mutual success. I expect great things."

Sequential has been a leading force in the resurgent popularity of analog synthesizers over the last decade. Its instruments, which include the Prophet 5 Rev4 polyphonic synth, Pro 3® hybrid monosynth, and Prophet X Samples + Synthesis keyboard, are known for their versatility, ease of use, and excellence of sound. They are a mainstay of performing and recording artists and can be seen and heard on countless stages and recordings.

Focusrite Founder Phil Dudderidge commented: "We're excited and pleased to add Sequential's instruments and pedigree to Focusrite Group's portfolio of world-class audio and music production tools. Dave Smith's history as an innovator speaks for itself. From his creation of the world's first fully programmable polysynth, the Prophet 5, to his co-invention of MIDI, Dave has literally changed the world of music several times. We're looking forward to continuing his history of innovation and expanding the global market for Sequential's instruments."

Under the terms of the agreement, Sequential has become a wholly owned subsidiary of Focusrite plc. Sequential's day-to-day operations and product development remain unchanged and will continue to be guided by Dave Smith and his team.

Tim Carroll, CEO of Focusrite Group, remarked, "Sequential is a premium analogue synth brand with a big stake in music creation. The products are exceptional and the company is run extremely well, and the passion of the people at Sequential aligns perfectly with our Focusrite Group ethos. It's tremendously exciting to be able to bring Sequential into the Focusrite family, further the incredible journey that Dave Smith started, and keep growing together."

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