

## ScalePlay for iPad Released

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New York based RoGame Software today introduces ScalePlay 1.0.0, a generative music app exclusively for iPad. Capable of producing the most intricate patterns and sequences, ScalePlay can be used in music production and is also a fantastic tool for music education. The app includes scale references for hundreds of scales, nine virtual instruments and 128 instrument sounds. Its unique set of features allows the musician to visualize scale relations and to play along with generated patterns.

Rochester, New York - RoGame Software today is very happy to announce the release of ScalePlay 1.0.0, a generative music app developed exclusively for iPad. ScalePlay is capable of producing the most intricate patterns and sequences. It can be used in music production and is also a fantastic tool for music education. It includes scale references for hundreds of scales, nine virtual instruments and 128 instrument sounds. Its unique set of features allows the musician to visualize scale relations and to play along with generated patterns.

There are hardly any topics more central to musicianship than that of scales. There is the construction of scales, their relationship to chords and then there are the exercises. In classical as well as in modern music scales are practiced on a daily basis to improve reading skills, form that finger memory, train those ears of course and most of us have at least a basic understanding of their purpose. Some classical composer like Kreutzer or Czerny are better known today for their volumes of scale-based etudes than for the rest of their work and practically everyone has at least heard a rendition of Do, Re, Mi.

Modern musicians often practice playing scales according to organizing principles like thirds. What is meant by that is to play a scale tone, then its third, then the second scale tone, the third on top of that one and so forth. The exercise would result in the scale tones 1, 3, 2, 4, 3, 5, 4, 6, etc. This is very similar to what classical etudes look like, only that improvisers don't read off the page, but construct these phrases on the go. And of course there are many variations. Not an easy feat at first, because before even getting started, one has to know the base scale. Playing patterns through different keys and scale types finally is a demanding task even for the advanced musician.

ScalePlay constructs patterns like these and much more complicated ones by using two simple grids. While grids have been around in music apps for years, those are mainly based on half-tone steps and usually include all available notes of the spectrum. That leaves one difficulty on the table, namely that of correctly identifying the notes of a scale. These grids also don't easily allow for patterning as in our scale in thirds. So a different solution is called for and ScalePlay provides just that and so much more.

In the application songs are used as metaphor to organize different scale types into a harmonic context. They are constructed with chords which in turn determine what scale types are available at a given time. During playback the app then cycles through these virtual chords or as with TouchPlay allows to call them up at will. This architecture is very helpful for superimposing ScalePlay patterns over existing pieces and even practicing improvising over changes.

With its innovative approach ScalePlay serves two distinct purposes. The first one has to do with learning. To practice a patterned version of a scale rather than the regular up and down one has to know the scale first and then construct the pattern or phrase on their instruments. With ScalePlay the construction is easily done. The app can then show the pattern progression on several built-in instruments and even provides a music notation reference. One can slow things down to need and play along. Another feature of immense

interest for the practicing musician is called pattern lock. When engaged it keeps all patterns in the same general vicinity. So instead of raising all scale tones when a base chord moves from C to G for example patterns stay in place. This allows guitarists to practice scale patterns over changes while remaining in the same position.

The second purpose of is course music production or more specifically music production on iOS. iPads have become a mainstay in music production and ScalePlay is a fabulous generative music app. That is because of the magic that happens when these self-repeating scale structures are put in motion. Fantastic music occurs. And since ScalePlay supports virtual MIDI as well as Audiobus it can be recorded into any iOS based DAW. ScalePlay also introduces TouchPlay, an innovative environment for advanced looping. With TouchPlay scale structures can be looped endlessly and out of order. The TouchPlay environment is superimposed over ScalePlay's main interface and allows live switching between different scale types with one finger tap in continuous or full pattern mode. Of course ScalePlay supports multi-app multitasking as well as split-view and split-screen to make this feature even more useful.

#### Quick Features:

- \* Intuitive interface
- \* 211 different scales
- \* Adjustable grid sizes
- \* Virtual MIDI
- \* Audiobus compatible
- \* Advanced Looping with TouchPlay
- \* Full general MIDI instrument library
- \* All common clefs
- \* Adjustable tuning (string instruments)
- \* Support for left-handed players
- \* Split-view, split-screen and multitasking support
- \* Extensive In-app and online documentation

#### Instruments:

- \* Banjo, Bass, Cello, Double Bass, Guitar, Mandolin, Piano, Viola and Violin

Scales are one of the principal building blocks in music and many hours of a musician's life are spent practicing them. ScalePlay offers a fresh take on working with scales and allows experimentation in a way that would be quite difficult on an instrument. As a pattern generator ScalePlay opens up a world of new possibilities that far exceed the typical step sequencer with its drill down approach and harmonic context.

#### Language Support:

ScalePlay is localized into Chinese, Dutch, English, French, German, Italian, Japanese, Korean, Portuguese, Russian and Spanish.

#### Device Requirements:

- \* Compatible with iPad
- \* Requires iOS 9.3 or later
- \* 15.1 MB

#### Pricing and Availability:

ScalePlay 1.0.0 costs \$6.99 USD (or equivalent amount in other currencies) and is available worldwide exclusively through the iPhone App Store in the music and education categories. Educational discounts are available.

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

RoGame Software:  
<http://www.rogame.com>

ScalePlay 1.0.0:  
<http://www.rogame.com/scaleplay.html>

Purchase and Download:  
<https://itunes.apple.com/app/scaleplay/id1140530163>

Screenshot:  
[http://rogame.com/a/img/scpl/ipad/\\_fullSize/1\\_main.jpg](http://rogame.com/a/img/scpl/ipad/_fullSize/1_main.jpg)

App Icon:  
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