



Knoqz · 10h · *edited 6h*

What a fuckin joke...Well I guess this confirms how quickly they're going down. I don't think I've ever seen a new software version receiving a worst welcome than reason 12...so many people are switching!

The part where they bragged about the fact that they never increased the price while simultaneously increasing the price of a product that, as it is, might be worth half of its current price was the worst...

I hope they're gonna stay compatible with new computers for a while, I really don't wanna lose my lectric panda's!

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djfrodo · 4h · edited 3h

I've been trying to think of a brand that shot themselves in the foot *more* than "Reason Studios".

The best example I came up with is "New" Coke. Basically "New" Coke was the switch from real sugar to HFCS. I'm sure there were a ton of MBAs at Coke that approved the plan to save 2 cents per bottle/can.

Reason Studios had a great name, and it will always be Propeller Heads to me.

I've always used Reason (since 1.0) as a sound bank - a way to screw around with ideas easily. If I came up with something I really liked then it was rewired into something else (usually Cubase or Ableton).

Basically Reason has always been (and will always be) an easy way to try out different sounds.

I now use it to score films. I just load it as a VST in Reaper, load the video, and go to town.

The subscription idea was awful from the start, and should never have been introduced.

If I were Reason Studios I'd charge \$99 per upgrade, release an upgrade yearly, crank out new players and charge for sound packs.

Whoever took over the company is going to drive it into the ground, and that's sad - Reason has been the best sound bank for a long time...seems like it's ending.

edit: The fact they killed rewire was also insane. I can't use any of my old projects *without* rewire. It's was a great way to kill off their userbase, and they (Props) were the ones who invented it with Steinberg.

These people are idiots.

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lachesis17 · 10h

If this isn't the final nail in the coffin then I don't know what is.

Lots of people were holding off to see if black friday sales would get 30% off due to lack of features. I don't think anyone was expecting a 53.5% permanent increase.

That latest blog post was all PR bullshit. They are completely out of touch with userbase.

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TimEOutUK · 7h · edited 7h

This makes me sad.

It also makes fruity loops free lifetime upgrades look even better than it did yesterday.

Sadly it's a sign that Verdane are squeezing harder to milk the cow faster and a little out of step with the current user sentiment and the perceived value proposition. However this was forecast back in 2017 and was always going to happen. I just hope that they don't burn this great product and the team behind it to the ground whilst wringing every last cent from it.

I truly hope that some good comes out of the next 2 years. It must be lead by the developers though, especially if you don't want to start losing them to other vendors.

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FriendCalledFive **OP** · 7h

Yeah, FL Studio is a bit of a bargain in that respect. I bought it prior to getting Reason and never gelled with it. The Reason rack just worked for me and my old brain.

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Bantam80 · 10h

Welp, that's me out.

I knew it was coming. They had to push the subscription that little bit more - couldn't just outright cancel the 'perpetual licence' (whatever that means now) for fear of outright mutiny. The only way they were going to force people's hands was a massive price hike.

Either way, they've got what they wanted. It's forced my hand - no more money for Reason Studios. RIP Propellerheads.

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IgorPasche · 2h

Isn't it funny how everything went downhill since Propellerheads became Reason Studios? It's ironic because right after changing brands they released what is IMO the best update to a software EVER (10 to 11), and then they do 11 to 12.

It doesn't even feel like the same company.

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organik_productions · 10h

Oh boy, they're really struggling.

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zahbahaylo · 8h

Reason Blog post earlier this year:

*So, what else are we up to?** Yes, we are working on a major update to Reason to come later this year that will include high resolution graphics, **workflow enhancements** and **some new devices***, too.* **We'll price it similarly** to how we have before for the perpetual license owners.

I guess "similarly" means +50% in Sweden

No workflow enhancements to see either.

<https://www.reasonstudios.com/blog/introducing-reason-plus>

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mattchewie0_o · 4h

All you can do is laugh... I definitely was considering upgrading from 11 to 12 at some point this year as I do like the look of the new combinator and wanted to give them the benefit of the doubt on their road map.. after this, its a permanent no from me.

I have been testing Reaper out in any case and I must admit ive been seeing just how far behind RS actually is.. My plan was to use R12 in RRP format but ill rather spend my cash on a company that doesnt blatantly ignore its userbase.

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JRL1981 · 4h

Thanks, but I'm not upgrading. Reason 10 and 11 runs like a Ferrari on my fairly new computer, while Reason 12 runs like a slug on its way home after Happy Hour.

I love Reason, and will keep using it for as long as I can run it on my computer, but I'm deeply worried about the future of this company. (I cannot afford Ableton Live, but I'm afraid I need to start saving up for it...)

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guitfnky ●

Posts: 3807

🕒 Today



rrrrggghhh...not a good look for such a feature-light release...they really should've waited until 12 was more substantial before announcing this. ☐

https://slowrobot.bandcamp.com/follow_me

new album—Becoming Sane: <https://soundcloud.com/slowrobot/sets/becoming-sane>

<https://slowrobot.bandcamp.com/album/becoming-sane>



KrazyKat

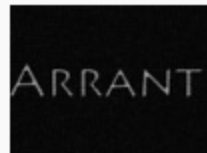
Posts: 16

🕒 Today



It seems to me that Reason 12 upgrade hasn't been selling much. This may just force a lot of users to bite the bullet.





Arrant

Posts: 380

🕒 Today



Another cheeky move to push people over to a subscription model.

What I want to know is, will there be an update to R12 before the grace period ends Oct 1st so I can evaluate it properly? Because in its present state, I need to get paid to upgrade, not the other way around.

But thanks for the warning though.





max|waves

Posts: 19

🕒 Today

199€ for a bunch of bugs?
Ok.





Kategra

Posts: 325

🕒 Today



Surprising since the % of price increase for the upgrade it's almost twice the % of inflation rate for the whole last 20 years in Sweden..



Cookie policy



Claudiu Socol

Kategra - Scratching 4 Quads

SOUND CLOUD



2:45



stp2015

Posts: 322



🕒 Today

Haha, Reason 12 upgrade for 199 hahaha

I love those pixelated HD browser logos, nice retro style for 2021.

Of course, they have promised to fix everything in the future and to give us Apple M1 support, VST3, and an even better browser. But the payment has to be made now. And they are even looking into maybe improving the workflow a bit.

Reminds me of Elon Musk "Full self driving coming by the end of the year! I promise ! Your car will be a perfect robotaxi by the end of 2020! "

LOL

Last edited by stp2015 on 15 Sep 2021, edited 1 time in total.



OverneathTheSkyBridg

Posts: 360

🕒 Today



They're capitalizing on fear of missing out to squeeze perpetual license holders into upgrading. I upgraded a few days ago for \$160 CAD, but there's no way I would've paid \$260 CAD for this upgrade. Mind you I'm not upset about this. I've got hi res now and the ability to move on with the RRP, but I doubt I'm going to throw more money their way and certainly not into the RE ecosystem. I've got more synths and effects than I know what to do with now, and the DAW part of Reason is probably as good as it's going to get which in itself isn't terrible.





Creativemind

Posts: 4312

Location: Stoke-On-Trent,
England, UK

🕒 Today

“

“ PhillipOrdonez wrote: ↑

Today

I take this as: shit just got serious motherfuckers, the coming upgrades will blow your mind, they are going to be so good they cost more! 😎👍👍🎉

They'd have to be pretty mind blowing at that price.

I just commented over on Facebook that I think I'll probably never upgrade again. Can't justify that price. Probably just a ploy to get people to subscribe.

I mean, I only paid £240 (with student discount) in 2012 for the whole software and they want £199, wow. For that price, I'd want 3 times what they put in an update for that at least, not to mention atm, I can't afford it and won't have the money by Oct 1st. Even if I did, I'd still be reluctant to upgrade based on what they've already added and I don't have any faith they'll deliver on their roadmap. Not saying they won't but the proofs in the pudding. 😏

To give them credit though, they gave us warning to get it before the price hike but is that because sales have been weak?



Reason Studio's 12.2 / Cockos Reaper 6.35 / Cakewalk By Bandlab / Orion 8.6

[http://soundcloud.com/creativemind75/iv ... soul-mix-3](http://soundcloud.com/creativemind75/iv...soul-mix-3)



CaptainBlack

Posts: 103

🕒 Today



Any company that announces a 50% price increase had better have a damn good reason (cough). Otherwise that's just gouging.

But I'm going to do what I did for the last couple of underwhelming upgrades: ask myself if there are £199 worth of changes (probably not) and then wait till it might become worthwhile.

Might I suggest you do what other companies do - charge less if you're upgrading from a newer version? It makes no sense that someone upgrading from Reason 11 pays the same as Reason 5 owners.

And talking of R5, a newer ship flying the skull and crossbones has recently been spotted.

Last edited by CaptainBlack on 15 Sep 2021, edited 1 time in total.





There is nothing in a Reason update worth that much. This will be my last Reason upgrade, just so I can get M1 and High res graphics. I understand inflation, but reason is giving less and less each year while the competition gets better and better.

How many failed half assed business plans have they tried now?

1. Lets jump on the DAW thing. Thats the ticket. Oh wait... that didnt work, it pissed off all the old reason users. Lets just jam them together.
2. Apps are the future. Mobile. Apps! Its a golden ticket. Then they abandon it all after it turned out not to be the the gravy train they thought following the herd would be.
3. Collaboration! That's it. Social Media! Doh. Half assed it again. Ended up selling it off.
4. App stores! Thats it! We'll be just like Apple and make an App Store. Everyone loves those! Well... its still there but they don't even push it anymore.
5. SaS is the big new thing. Look everyone is going to it, lets do that too! It'll totally be a hit! Doh.

These are all actions of a flailing company that really has no idea what its doing. Just commit to something.



DaveyG

Posts: 1181

🕒 Today



I does feel a bit like they've just undone some of the goodwill they earned with the roadmap and the Reward store stuff. Always an interesting ride...



strangers

Posts: 595
Location: NJ

🕒 Today



This helped make up my mind on upgrading just like it appears to have for others. The same goes for switching to subscription. Hard pass. 🙅

I'll stick with what I have (11 Suite) while continuing to test drive other DAWs again. This sounds like a good time to throw the old "*vote with your money*" line out there.

Relax. Listen to some music.

<https://soundcloud.com/officialstrangers>


<https://soundcloud.com/areweghosts>




DJMaytag

Posts: 334

Location: Madison, WI

Contact: 

 Today



I'm not reading all 6 pages (thus far), but I'm 100% on board with them going up to as much as \$169, but \$199 is WAY too much. That said, when I was on Cubase Pro, the updates were \$100 each time, and they were charging for updates nearly every year (even for the X.5 updates), so \$200 for about 2 years of work & updates isn't really that outrageous. They have a LOT of work ahead with the change to macOS and its Apple Silicon processors, so that might alone be worth the amount of code rewriting & optimizing. As a Mac user, that means a LOT of power down the road whenever I make that switch to a new Mac.

That said, I'll upgrade to 12 soon, and we'll see about what happens with 13. I might skip that like I did with 11.

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