NATIVE INSTRUMENTS

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Native Instruments Introduces MASCHINE

Fully integrated computer-based groove production studio combines the inspirational workflow of drum machines with the power of software

Berlin, January 15th, 2009 – Native Instruments today announced MASCHINE, a next-generation groove production studio that makes beat creation and arrangement more immediate and tactile than ever before. The system combines an advanced software sequencer and sampler with a seamlessly integrated, highly functional performance controller. Finally merging a fast and intuitive groove-box workflow with the power and versatility of software, MASCHINE enables an inspiring and spontaneous creative approach for today's computer-based music production setups.

MASCHINE is built on an intelligent combination of timeless groove box and drum machine workflows, systematically refined and expanded to take advantage of the best aspects of computer technology. It brings together flexible step sequencing and real-time polyphonic recording in a forward-thinking pattern-based arrangement concept that makes it easy to jam out ideas, and turn them into full-blown songs in a way that is efficient, effortless and fun. MASCHINE was designed to accommodate and facilitate inspiration at any point in the creative process, from spontaneous beat creation to sophisticated multi-timbral arranging.

The advanced MASCHINE controller was designed as a natural extension of the software, and makes the system feel and respond as a true instrument. The 16 pressure-sensitive drum pads have been carefully engineered for the best possible response and durability, and they illuminate to visualize sequence patterns and other crucial information. Eight rotary encoders, a concise layout of dedicated buttons and dual high-resolution displays give immediate access to all functions of MASCHINE without touching the computer mouse or keyboard. By design, all features are quickly accessible "on the surface" rather than hidden away in hierarchical sub menus. The MASCHINE hardware also doubles as a powerful universal controller for any MIDI compatible music gear, thanks to an included MIDI mapping application and support of the MCU protocol for sophisticated DAW control.

Based on a powerful high-resolution sample engine, MASCHINE is a versatile instrument that renders intricate drum kits and percussion, loops and multi-sampled polyphonic instruments with uncompromising sonic accuracy, assisted by automatic sample mapping, beat slicing, note repeat and more. The advanced real-time audio recording and resampling features in MASCHINE also allow producers and performers to capture, map, sculpt and transform any external or internal signal immediately,

and seamlessly integrate the result into a running track without ever breaking the flow of the music. Multiple performance effects sections on the sample, group and master level provide a versatile arsenal of 20 high-quality algorithms ranging from conventional to experimental, all optimized for profound sound shaping and creative real-time control through the MASCHINE hardware.

MASCHINE lets everyone get into making music right away through its massive library of drum and instrument sounds for contemporary urban and electronic music styles, created in collaboration with international cutting-edge producers and sound designers. Based on several GByte of studio-quality samples, the arsenal of MASCHINE provides hundreds of drum kits, synthesizer sounds and acoustic instruments, with around ten thousand individual sounds overall. All kits, instruments, samples and effects can be efficiently managed and located through a highly convenient browser that uses categories and concise metadata.

With MASCHINE, all crucial functions including parameter automation, sample mapping and sound editing are always immediately accessible through the controller and within the concise single-window user interface of the software. Usable both as a self-contained standalone instrument and within any DAW or music sequencer, MASCHINE utilizes all the benefits of computer integration like total recall, superior processing power, memory and file handling, project transfer and more, while retaining the inspirational handling and tactile appeal of a hardware instrument.