

Press release – for immediate release

## **Native Instruments announces TRAKTOR SCRATCH**

### **New performance-oriented digital DJ system combines advanced TRAKTOR functionality with hands-on vinyl and CD control**

Berlin, January 18th 2007 – Native Instruments today announced TRAKTOR SCRATCH, a new professional DJ system designed to be the ultimate computer-based DJing solution for digital music files with turntable and CD control. TRAKTOR SCRATCH provides supreme audio quality and performance, high reliability, straightforward setup and operation, and a host of creative features that allow DJs of all styles and genres to go beyond the limitations of traditional DJ equipment while maintaining the intuitive hands-on control method of vinyl.

"With TRAKTOR SCRATCH, we have utilized our full expertise in software and hardware design to build a truly performance-oriented DJ system," says Stephan Schulz, Director DJ Division at Native Instruments. "TRAKTOR SCRATCH can be as straightforward or as sophisticated as you want it to be, but most important, you can always count on it to perform under all conditions."

The TRAKTOR SCRATCH system consists of a special version of Native Instruments' groundbreaking TRAKTOR software, the AUDIO 8 DJ hardware interface, a pair of innovative "Instant Connect" multi-core cables, and a set of time-code vinyls and CDs. The system utilizes a new high-resolution timecode technology optimized for maximum responsiveness and precision, with separate timecode versions for vinyl and CD guaranteeing optimal performance in any environment. TRAKTOR SCRATCH accommodates all styles of DJing up to the most demanding scratch performances, with minimum "needle-drop" and seek times.

The included AUDIO 8 DJ hardware interface connects to the computer via USB 2.0, and connects the system to the DJ mixer, turntables and CD players. The interface provides pristine audio quality due to studio-grade 24bit/96 kHz audio conversion, and allows for true low-latency operation with extremely short response times. AUDIO 8 DJ offers four stereo inputs and outputs as well as microphone input and MIDI I/O, enabling a wide range of stage and studio setups.

The TRAKTOR SCRATCH software provides powerful creative features that can supercharge any DJ performance, including ultra-precise on-the-fly loop functions, key lock and pitch shifting based on Native Instruments' high-quality TRAKTOR time stretching technology, and powerful performance effects that include analog-modeled filters for both decks as well as two beat-synced performance effect sections that can process both the internal decks as well as external input signals.



TRAKTOR SCRATCH offers full MIDI parameter control, a comprehensive track database with powerful search and history functions, and advanced playlist management including automatic iTunes import. The software also features direct integration with Beatport, the leading download store for electronic music, allowing DJs to explore the world's most comprehensive selection of contemporary club music directly within TRAKTOR SCRATCH.

TRAKTOR SCRATCH has been optimized for performance in every regard, with status displays in both the hardware and the software providing an overview of all vital system parameters at a glance, while several safeguard features prevent potential operating errors or accidents from interrupting a performance. The included multi-core cables make it possible to connect the system in seconds, greatly reducing cable clutter and setup times in a live environment. Combined with the rugged and compact hardware interface, TRAKTOR SCRATCH is prepared to meet the demands of continued use and abuse on stage, in clubs and on the road.

The TRAKTOR SCRATCH system can also be combined with Native Instruments' acclaimed TRAKTOR 3 software, which opens up even more advanced creative functionality. DJs gain access to four full-featured decks, an integrated software mixer with virtual-analog EQs and filters, Native Mix Recording with rehearsal and overdubbing features, extended loop capabilities, automatic beat-matching and much more. TRAKTOR SCRATCH users will be able to purchase the TRAKTOR 3 software at a special discounted price.