

Press release – for immediate release

AUDIO KONTROL 1 wins iF product design award

Audio interface is honored with the renowned annual design award in the “Consumer Electronics/Telecommunications” category

Berlin, December 6th 2006 – Native Instruments today announced that its audio interface AUDIO KONTROL 1 has been honored with the annual iF product design award 2007 in the category “Consumer Electronics/Telecommunications”. The iF product design award is one the top three design awards worldwide, and is awarded by an international jury in consideration of a comprehensive catalog of criteria, including design quality, workmanship, functionality and ergonomics.

“Our design goal for AUDIO KONTROL 1 was to combine a highly robust and compact design with pleasing and timeless aesthetics“, says Sascha Kubiak, Head of Product Management at Native Instruments. “The iF design award is a great confirmation for us that we have met this goal.”

AUDIO KONTROL 1 combines a high-performance 2-in/4-out USB 2.0 audio interface with assignable control surface elements in a rugged, compact aluminium enclosure that is ideal for mobile and stage use. Further emphasis has been placed on high-quality audio conversion and low-latency driver technology.

AUDIO KONTROL 1 was developed in collaboration with the German industry-design studio pilotfish, and has been available since November 2006 for a suggested retail price of \$ 299 / 279 Euro.

Further product information and press material

Additional information on AUDIO KONTROL 1 is available at www.native-instruments.com/audiokontrol1.info

A digital press kit including picture material is available for download at www.native-instruments.com/press.info

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About Native Instruments

Native Instruments is the pioneer and market leader in the field of software instruments, and one of the key players in the market of computer-based audio production technology. The company's mission is to develop outstanding musical tools for all styles and genres. The resulting products regularly push technological boundaries and open up new creative horizons for professionals and amateurs alike.

Native Instruments opened up the fascinating world of real-time sound synthesis on standard computers in 1996, and today offers an extensive product range for the Instruments, Guitar and DJ markets, designed and developed by three corresponding divisions within the company. Native Instruments currently employs more than 130 people in its two offices in Berlin and Los Angeles, and works closely with more than 40 international distribution partners to ensure its future growth and success.