

Press release – for immediate release

Native Instruments announces AUDIO 8 DJ

Performance-optimized 8-in/8-out USB 2.0 audio interface designed for DJ applications, offers top-of-the-line audio and latency characteristics

Berlin, January 18th 2007 – Native Instruments today announced AUDIO 8 DJ, a performance-optimized USB 2.0 audio interface specifically designed for TRAKTOR 3 and other professional DJ software. With its flexible 8-in/8-out configuration, two studio-grade phono preamps, extremely low latency, and a compact and highly robust aluminium casing, AUDIO 8 DJ fully meets the demands of professional “digital DJs” and can act as the centerpiece of a wide range of different performance setups in club, stage and studio environments.

The AUDIO 8 DJ audio interface offers four stereo inputs, two of which are equipped with software-switchable high-quality phono preamps, making it possible to incorporate nearly any combination of turntables, CD players, drum machines and other instruments into one powerful setup. The interface also provides four stereo outputs, which ideally complement the four full-featured playback decks in TRAKTOR 3 when using the software with an external mixer. All audio connections are in RCA format to allow for easy connection with turntables, CD players and DJ mixers.

AUDIO 8 DJ features a microphone input for voice-overs, a ground point for turntables, and a MIDI I/O to synchronize external MIDI gear and connect performance controller hardware. Status LEDs on the interface provide an instant overview about input levels and other vital system parameters, while several safeguard features prevent potential operating errors or accidents from interrupting a performance. AUDIO 8 DJ is completely bus-powered, making a cumbersome AC adapter unnecessary.

The interface is equipped with studio-quality 24-bit/96 kHz audio converters from Cirrus Logic that provide crystal-clear treble and rich bass response. AUDIO 8 DJ utilizes Native Instruments’ fourth-generation audio driver technology with low-latency operation down to less than 4ms, which enables the high degree of precision and responsiveness that professional DJ performances rely on.

AUDIO 8 DJ ships with TRAKTOR 3 LE, a compact version of Native Instruments’ TRAKTOR software that offers two decks with high-quality time-stretching, an integrated mixer, performance effects, loop and cueing functions, a powerful track database and Beatport integration. The AUDIO 8 DJ interface is also the centerpiece of Native Instruments’ new timecode-controlled TRAKTOR SCRATCH DJ system that is available as a separate product.

Pricing and availability

AUDIO 8 DJ will be available in April/May 2007 for a suggested retail price of \$ 449 / € 399 from authorized dealers and in the NI Online Shop.

Owners of AUDIO 8 DJ will be eligible to purchase TRAKTOR 3 at a discounted upgrade price of \$ 119 / € 99. An upgrade kit to TRAKTOR SCRATCH will be available in the NI Online Shop for \$ 299 / € 269.

Further product information and press material

Additional information on AUDIO 8 DJ is available at
www.native-instruments.com/audio8DJ.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.