

Musikmesse Frankfurt 2004 Press Release

NATIVE INSTRUMENTS presents ELEKTRIK PIANO

ELEKTRIK PIANO fuses the four most legendary electric pianos of the last century into one charismatic software instrument. ELEKTRIK PIANO reproduces the beloved electro-magnetic sounds of the Fender Rhodes™ MK I and MK II, the Hohner Clavinet™ and the Wurlitzer™ piano with unparalleled authenticity and charm – making it an essential companion for studio and stage.

ELEKTRIK PIANO is based on the powerful KONTAKT sampling technology, which allows for highly realistic and dynamic reproduction of the original instruments. Sophisticated multisampling delivers outstanding sound quality - each key of the original instruments was sampled with the full release phase and in various velocities. Special release samples also add to that authentic vintage piano feeling. To secure pristine audio quality, carefully selected high-quality tube preamps and world-class A/D converters were used in the sampling process.

Each of the four e-pianos in ELEKTRIK PIANO is represented with a broad range of presets, which can be combined to form individual performance sets. These can be recalled quickly by MIDI controllers or function keys, which is especially suitable for live usage.

The clear and attractive user interface of ELEKTRIK PIANO allows for easy and convenient operation without taking up too much valuable screen real-estate. For each instrument, ELEKTRIK PIANO also offers different effect modules for maximum flexibility and authenticity - including chorus, phaser, reverb and tremolo.

Feature Overview: ELEKTRIK PIANO

- Sample-based software instrument faithfully reproducing the sounds of Fender Rhodes™ MK I and MK II, Hohner Clavinet™ E7 and Wurlitzer™ A 200
- Based on the powerful KONTAKT sampling engine
- Sophisticated multisampling with full-length samples captured in multiple velocities and special release-samples
- Up to 256 simultaneous voices for virtually unlimited polyphony
- Easy and intuitive user interface
- Integrated effects include Chorus, Phaser, Tremolo, Reverb and more
- Careful selection of highly playable presets included
- Configurable performance sets for quick recall
- Individual velocity curves to adapt to different keyboard characteristics

Further product information and press material

Additional information on ELEKTRIK PIANO is available at
www.native-instruments.com/elektrikpiano.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.