

Press release – for immediate release

Native Instruments announces GUITAR RIG 3

Third-generation guitar studio offers more amps and effects, new live features, improved handling, new pedal unit; comes in two editions

Berlin, September 12th, 2007 – Native Instruments today announced GUITAR RIG 3, the next generation of its award-winning digital guitar studio. The third version expands on nearly every aspect that sets GUITAR RIG apart as the most capable digital guitar solution. It now offers more amps and effects, powerful new live features, a completely reworked tone library complete with improved preset handling, and a redesigned Rig Kontrol pedal board with optimized control and audio interface functionality. Both a “Kontrol Edition” with foot pedal and a software-only “Software Edition” of GUITAR RIG 3 will be available.

GUITAR RIG 3 offers four additional emulations of highly sought-after original guitar amplifiers, all based on Native Instruments’ Dynamic Tube Response technology to provide the unique dynamics and full tonal charisma of tube amplification. New amps include the “Ultraschall”, the “Tweed Delight”, the “Citrus” and the “Hi-White”. A new “Matched Cabinet” module now also provides a carefully matched combination of cabinet and microphones for every amplifier in GUITAR RIG 3, and is especially straightforward and effective to set up and tweak.

The effects arsenal of GUITAR RIG 3 has also been further expanded with six new units, including a sublime analog-modeled emulation of a legendary vintage tape delay. This outfits GUITAR RIG 3 with a powerful arsenal of 12 true-to-life amps as well as 44 stomp boxes and effects, providing an immeasurable sonic variety to guitarists and producers.

The redesigned Rig Kontrol foot pedal included in the “Kontrol Edition” of GUITAR RIG 3 offers immediate and intuitive control of the software at any time. Two additional buttons, integrated signal level indicators and concise button labeling all make sure that GUITAR RIG can be controlled hands-free and away from the computer screen. The integrated audio interface has also been upgraded with studio-grade Cirrus Logic converters that provide pristine audio quality for all applications.

To provide guitarists and producers with a rich sonic resource right from the start, GUITAR RIG 3 includes a new preset collection with more than 300 production-ready guitar tones that focus on highly playable amp sounds, spanning a wide range of musical eras and styles. Preset handling is more convenient due to the redesigned browser with improved search functions, new “bank categories” and a new snapshot feature that allows guitarists to quickly switch between multiple variations of a tone.

To further accommodate guitarists who take GUITAR RIG on stage or to the rehearsal room, the new version also introduces a Live View feature that displays a large-scale full-screen view of the most vital parameters for live use. Preset lists, button and pedal assignments and tuner functions can now all be monitored through the Live View at a glance.

GUITAR RIG 3 is also fully compatible with KORE, the advanced host system from Native Instruments.

Pricing and availability

GUITAR RIG 3 will be available in October as “Kontrol Edition” and “Software Edition” for a suggested retail price of \$559 / € 499 and \$339 / € 299 respectively. Discounted updates and upgrades for existing GUITAR RIG owners will also be available.

Further product information and press material

Additional information on GUITAR RIG 3 is available at www.native-instruments.com/guitarrig.info

Digital press kits including picture material are 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 150 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.