

Native Instruments launches ‘A Smart Deal’ sales special

Sales special offers reduced pricing on three KOMplete KONTROL S-series keyboards until January 4, 2016

Berlin, November 5, 2015 – Native Instruments today launched the ‘A Smart Deal’ sales special. The offer provides a limited-time \$100 / 100 € / ¥ 13,000 / £70 / AU\$150 price reduction on three of NI’s acclaimed smart keyboards, the KOMplete KONTROL S-Series, the S25, S49, and S61. The recently released KOMplete KONTROL S88 is not included. The sales special will run until January 4, 2016 at the NI Online Shop and at retailers worldwide.

KOMplete KONTROL S-Series keyboards offer premium playability thanks to industry-leading Fatar keybeds in 25, 49, or 61 keys, all with aftertouch. All keyboards also feature the same advanced smart control. Native Browser allows users to find all their sounds from one unified interface. Native Map® intelligently and automatically maps key software parameters to the eight display knobs on the keyboards. The Light Guide – an industry-first – gives producers instant visual feedback of their music. Advanced Smart Play performance features such as scale mapping and chord sets combined with a powerful arpeggiator allow producers to play dynamic melodies and harmonies that always fit the key of their productions.

The recently released KOMplete KONTROL 1.5 software opens the advanced control of KOMplete KONTROL to third-party instrument developers thanks to NI’s own Native Kontrol Standard™ (NKS™) and advanced VST support. NKS is a new plug-in format that offers yet-unseen integration between hardware and software. VST support provides a deeper level of parameter auto-mapping than previously possible on non-NKS-ready software instruments.

Pricing and availability

The ‘A Smart Deal’ sales special runs until January 4, 2016 at the NI Online Shop and at retailers worldwide, while stocks last. During the special, the KOMplete KONTROL S25 is available for \$399 / 399 € / ¥ 49,800 / £299 / AU\$549, the KOMplete KONTROL S49 is available for \$499 / 499 € / ¥ 59,800 / £369 / AU\$699, and the KOMplete KONTROL S61 is available for \$599 / 599 € / ¥ 69,800 / £429 / AU\$849.

Further product information and press material

Additional information is available at:
www.native-instruments.com/asmartdeal

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

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About Native Instruments

Native Instruments is a leading manufacturer of software and hardware for computer-based music production and DJing. The company's mission is to develop innovative, fully integrated solutions for all professions, 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 musicians, producers and DJs. The company currently employs more than 400 people in its offices in Berlin, Los Angeles, Tokyo, Shenzhen, and London and works closely with more than 40 international distribution partners to ensure its future growth and success.