

Press release – for immediate release

Native Instruments and Abbey Road Announce Partnership

Berlin, December 10th, 2009 - Native Instruments today announced a close partnership with Abbey Road, the iconic British recording studios that have shaped the sound of popular music for over 75 years. Combining Native Instruments' industry-leading expertise in music software design with Abbey Road's unique engineering facilities, the two companies will create advanced software instruments of exceptional sonic quality and musical value, with the first product scheduled for release in early 2010.

As one of the most sophisticated recording and post production complexes in the world, Abbey Road's equipment includes one of the largest microphones collections as well as a selection of famed analog outboard gear custom-built by EMI. Combined with the studio's famous acoustics, and the expertise of Abbey Road's engineers, the studios form an ideal environment for the production of sample-based software instruments of the highest quality.

With the award-winning KONTAKT sampler and its free KONTAKT PLAYER version, Native Instruments has established the most versatile and most widely adopted platform for sample-based instruments in the industry. Advanced features such as flexible scripting, sample morphing, and custom interface panels, which make KONTAKT the premier platform for the authentic emulation of acoustic instruments, will be used extensively in the products developed together with Abbey Road in the future.

"Both popular music culture and the recording arts are indebted to Abbey Road Studios in many ways", says Sascha Kubiak, Director of the Producer Division at Native Instruments. "We are excited about the challenge to develop software instruments that will put the Abbey Road sound into the hand of musicians and producers everywhere".

"For over a decade, Native Instruments have been creating groundbreaking tools for artists to create and perform music", says Glyn Roberts, Head of Audio Products at Abbey Road. "We are looking forward to working closely with Native Instruments' developers to create exciting and innovative instruments for musicians of all genres".

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About Native Instruments

Native Instruments is a leading manufacturer of software and hardware for computer-based music production and performance. 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 the Instruments, Guitar and DJ markets. Native Instruments currently employs more than 160 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.