

Native Instruments introduces ACTION STRIKES

New KONTAKT-based orchestral percussion instrument delivers innovative and highly-playable cinematic percussion ensembles

Berlin, November 13, 2013 – Native Instruments today released ACTION STRIKES – an intuitive, playable orchestral percussion instrument for larger-than-life, cinematic rhythms. ACTION STRIKES delivers countless rhythmic possibilities via 12 unique ensembles, an additional 65 individual instruments, and 12 single hit sets - all with outstanding real-time control features. Running in KONTAKT 5 or the free KONTAKT 5 PLAYER, ACTION STRIKES is available now from the NI Online Shop for \$299 / 299 € / ¥ 29,800.

ACTION STRIKES was created with Dynamedion, the renowned score producers behind the acclaimed ACTION STRINGS instrument. ACTION STRIKES features an advanced, one-of-a-kind interface designed for creating orchestral pieces for film, television, and game scores with ease. 12 carefully-assembled ensembles feature signature sounds suited to a range of different film genres. High, mid, and low sections from different ensembles can be mixed and matched with a total of over 1,700 timbral possibilities. An assortment of 105 rhythms with five variations allow for vast rhythmic potential when developing original arrangements. Composers can augment the sound of the ensembles with 65 individual instruments – each with 32 playable rhythms – and 12 playable sets of single hits.

Focusing on ease of use and efficient, innovative workflow, ACTION STRIKES brings real-time control and creativity to cinematic scoring. Accents are controlled by the left hand while the right hand chooses variations. The mod wheel adjusts dynamics – from whisper quiet to the loudest fortissimo – while the pitch wheel controls accent strength. From simple, effective accompaniment to full-blown percussive attacks, ACTION STRIKES offers composers remarkable versatility anywhere the sound of a live, orchestral percussion ensemble is needed.

The Dynamedion team behind ACTION STRIKES has established themselves as leaders in soundtrack composition, orchestral production, and sound design on the international computer games market. The company has won numerous prizes and music awards over the last decade for high profile projects such as Ryse: Son of Rome, Rush, KINECT Star Wars, and Crysis 2 – as well as movie trailer scores for The Last King of Scotland, The Bourne Ultimatum and The Hobbit: The Desolation of Smaug .

Pricing and availability

ACTION STRIKES runs in KONTAKT 5 or the free KONTAKT 5 PLAYER, and is available now at the NI Online Shop for \$299 / 299 € / ¥ 29,800.

Further product information and press material

Additional information on ACTION STRIKES is available at:
www.native-instruments.com/actionstrikes

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 over 350 people in its four offices in Berlin, Los Angeles, Tokyo and Shenzhen and works closely with more than 40 international distribution partners to ensure its future growth and success.