

Press release – for immediate release

## **Native Instruments Announces ALICIA'S KEYS**

**New software instrument provides the exquisite sound of Alicia Keys' own grand piano, developed in collaboration with the acclaimed artist**

Berlin, March 1st, 2010 - Native Instruments today announced ALICIA'S KEYS, a new software that recreates Alicia Keys' personal grand piano with outstanding authenticity and playability. Developed in close collaboration with the Grammy-winning artist, the software is used as the primary instrument on her new album and on the current world tour. ALICIA'S KEYS is a unique and highly affordable way for musicians of all experience levels to utilize Alicia's acclaimed signature piano sound in their own music production, live performance, and recreational playing.

Designed as a comprehensive digital recreation of Alicia Key's own custom Yamaha "C3 Neo" grand piano, and based on Native Instruments' industry-leading KONTAKT 4 sampler platform, ALICIA'S KEYS provides a soulful and intimate piano sound that perfectly accommodates R&B, soul and pop styles. The instrument was meticulously recorded in Alicia's personal studio by her engineer Ann Mincieli and renowned sampling expert Thomas Scarbee over the course of two years, using vintage microphones and high-end outboard studio gear that produced an exquisite piano tone with supreme sonic fidelity.

"I love this software so much that I used it on my entire new album. Not once did I record a live piano because there was just no need", says Alicia Keys. "I plan to tour with this sound and use it all around the world. I love how it gives those who may not be able to buy an acoustic piano a true piano experience."

Utilizing 17 GB of high-resolution samples with 12 discrete velocity layers per note, and sophisticated emulation of crucial sonic aspects like key release, sustain pedal functionality and sympathetic resonance, ALICIA'S KEYS sets a benchmark in the digital recreation of acoustic instruments. The convenient user interface of the software gives intuitive control over the sound to further adjust it to the specific musical context and personal playing style, and also includes a studio-quality convolution reverb that provides various authentic room ambiances ranging from a small piano chamber to a large stage or concert hall.

ALICIA'S KEYS can be used on any Windows and Macintosh computer with the included free KONTAKT PLAYER, and can also be loaded into the full-featured professional KONTAKT 4 sampler for additional in-depth sound editing.

### **Pricing and availability**

ALICIA'S KEYS will be available in April 2010 for a suggested retail price of \$119 / 99 €.

### **Further product information and press material**

Additional information on ALICIA'S KEYS is available at

[www.native-instruments.com/aliciaskeys.info](http://www.native-instruments.com/aliciaskeys.info)

A digital press kit including picture material is available at

[www.native-instruments.com/press.info](http://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 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, designed and developed by three corresponding divisions within the company. Native Instruments currently employs more than 180 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.