

Native Instruments introduces AMPLIFIED FUNK Expansion for MASCHINE

**New MASCHINE Expansion delivers the full spectrum of sound from 30
years of funk music's evolution**

Berlin, June 24, 2015 – Native Instruments today introduced AMPLIFIED FUNK – a new MASCHINE Expansion that brings an authentic take on the history of funk music, created by renowned musician and producer Amp Fiddler. The first expansion created for funk styles, AMPLIFIED FUNK is aimed at producers working in contemporary funk, R&B, and groove-based genres. AMPLIFIED FUNK is available now at the NI Online Shop and runs in the MASCHINE 2 software on MASCHINE STUDIO, MASCHINE, or MASCHINE MIKRO. A compact version for iMASCHINE is also available via the in-app store.

AMPLIFIED FUNK contains a broad range of sampled instruments ideal for creating soul and funk productions, or for adding additional 'groove' to other styles. Included are guitar and bass licks, chords, vintage keys and synths, pianos, percussion, vocals, and more. Additionally, exclusive presets for MASSIVE and MASCHINE and sampled electronic instruments add a contemporary edge for modern producers. Created by the man behind the highly-successful CONANT GARDENS Expansion, AMPLIFIED FUNK is the result of 30 years of experience by funk and soul music specialist Amp Fiddler. Having played with funk royalty Parliament / Funkadelic for 10 years, as well as sharing stages and studios with George Clinton, Prince, and J Dilla, Amp's feel for groove is second to none, and fully reflected in this rich MASCHINE Expansion.

A compact version of AMPLIFIED FUNK is also available as an iMASCHINE Expansion, for creating beats on the go. Tracks can be exported to MASCHINE STUDIO, MASCHINE, and MASCHINE MIKRO for completion.

Pricing and availability

AMPLIFIED FUNK is available now at the NI Online Shop for \$49 / 49 € / £44 / ¥ 6,280 / AU\$ 79 and runs in the MASCHINE 2 software.

The iMASCHINE Expansion is available at the iMASCHINE in-app store for \$0.99 / 0,99 € / £0.79 / ¥ 120 / AU\$ 1.29.

Further product information and press material

Additional information on AMPLIFIED FUNK is available at:
www.native-instruments.com/amplifiedfunk

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

International Press Contact

Johannes Krämer
Public Relations Manager
E-Mail: johannes.kraemer@native-instruments.de
Phone: +49 (0)30 - 61 10 35 – 1600

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.

MASSIVE was designed and developed entirely by Native Instruments GmbH. Solely the name Massive is a registered trademark of Massive Audio Inc., USA.