

Press release – please do not publish before January 15<sup>th</sup>, 1 pm PST

## **Native Instruments Introduces AUDIO 4 DJ**

**New DJ audio interface based on the acclaimed AUDIO 8 DJ combines versatile connectivity with compact footprint and affordable price**

Berlin, January 15<sup>th</sup>, 2009 – Native Instruments today introduced AUDIO 4 DJ, a performance-optimized USB 2.0 audio interface specifically designed for TRAKTOR and other DJ software. With its versatile feature set, outstanding audio quality, extremely low latency, and its compact and robust aluminium casing, AUDIO 4 DJ is the ideal centerpiece for a wide range of club and studio setups.

Based on the acclaimed AUDIO 8 DJ interface that is also at the heart of Native Instruments' TRAKTOR SCRATCH DJ system, the new AUDIO 4 DJ offers a 4-in/4-out configuration with the same pristine audio quality, but with an even smaller footprint and at a more affordable price. Two stereo inputs with software-switchable phono preamps allow DJs to connect turntables, CD decks and music production gear for various live performance and recording purposes. Two stereo outputs provide the necessary connectivity for routing two decks into an external DJ mixer, or outputting a separate master and cue signal when mixing in software. All audio connections are in RCA format for straightforward interfacing with DJ equipment.

AUDIO 4 DJ is equipped with studio-quality 24bit/96 kHz audio converters from Cirrus Logic that provide crystal-clear treble and rich bass response, and features special high-gain output stages that deliver a powerful +10dBu signal with additional headroom. Low-latency operation down to less than 4ms enables the high degree of precision and responsiveness that professional DJ performances rely on. AUDIO 4 DJ also features a ground point for turntables and an adjustable headphone output, as well as signal level LEDs for all inputs and outputs. The interface is completely bus-powered, making a cumbersome AC adapter unnecessary.

AUDIO 4 DJ comes as a full-featured DJ system due to the inclusion of TRAKTOR LE, a compact version of Native Instruments' TRAKTOR software that offers two decks with high-quality time-stretching, an integrated mixer, performance effects, loop and cueing functions, and a powerful track database. All owners of AUDIO 4 DJ can also take advantage of a discounted upgrade to the full-featured TRAKTOR PRO software at any time.

## **Pricing and availability**

AUDIO 4 DJ is available now for a suggested retail price of \$249 / 229 € at authorized dealers and in the NI Online Shop.

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

Additional information on AUDIO 4 DJ is available at [www.native-instruments.com/audio4dj.info](http://www.native-instruments.com/audio4dj.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 the pioneer and market leader in the field of software instruments, and one of the key players in the market of computer-based audio production technology. The company's mission is to develop outstanding musical tools for all 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 150 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.