

Native Instruments introduces BLACK ARC Expansion for MASCHINE

NI's first MASCHINE Expansion designed for reggae productions

Berlin, February 23, 2016 – Native Instruments today introduced BLACK ARC – NI's first MASCHINE Expansion to explore the traditional sound of reggae and the music it has inspired. BLACK ARC provides a wide sonic palette curated for producers working in reggae- and dub-inspired styles. The expansion runs in the latest MASCHINE software on MASCHINE STUDIO, MASCHINE, or MASCHINE MIKRO and is available exclusively at the NI Online Shop. A compact version for iMASCHINE is also available via the iMASCHINE in-app store.

BLACK ARC is the first MASCHINE Expansion designed to capture the iconic sound of reggae through history. A host of sampled acoustic instruments, guitar licks, and syncopated phrases tailored for classic reggae, dub, and reggaeton styles provide the sonic foundation. Premium synth samples and new presets for NI's acclaimed MASSIVE synth add the sound of reggae's evolution in contemporary styles such as dub techno, dubstep, and contemporary reggae. Finally, effects kits including dub sirens, delays, and vocal call-outs round out the sonic profile for all reggae-inspired productions.

A compact version of BLACK ARC 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.

Further product information and press material

BLACK ARC is available now at the NI Online Shop for \$49 / 49 € / £44 / ¥ 5,680 / 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.

Additional information on BLACK ARC is available at:

www.native-instruments.com/blackarc

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 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.