

Company Profile

Native Instruments – The Future of Sound

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. Since then, the company's technology has inspired entire musical genres and defined the sound of countless professional productions. Native Instruments products combine outstanding sound quality with far-reaching sonic possibilities, aesthetic interface design with high usability, and comprehensive functionality with an uncompromising attention to detail.

Today, Native Instruments offers an extensive hardware and software arsenal that covers the whole field of digital music creation, including the ground-breaking modular sound design software REAKTOR; fascinating synthesizers such as ABSYNTH and MASSIVE; versatile samplers like KONTAKT and BATTERY; the powerful digital guitar studio GUITAR RIG; and sophisticated music production tools like the next-generation workstation KORE and the advanced groove production system MASCHINE.

Native Instruments is also spearheading the digital DJ revolution with its TRAKTOR product range, which relieves DJs from the limitations of analog and outfits them with vast new creative possibilities that extend the very definition of DJing. The company also maintains a close partnership with Beatport, the leading download store for electronic music.

Native Instruments sees itself as a part of a vibrant international music scene, and is in constant communication with artists whose feedback is integrated into the conception and continuous improvement of the products. The company also generates cultural impulses through open community models such as the REAKTOR User Library, and a wealth of event partnerships in all areas of music.

Native Instruments is run by CEO Daniel Haver and President Mate Galic, and currently employs around 180 people in its offices in Berlin and Los Angeles. With over a decade of continuous expansion, the company now works closely with 40 international distribution partners to ensure its future growth and success.

www.native-instruments.com