

Native Instruments says HAPPY HOLIDAYS with free gifts

NI gives away a new delay effect, Remix Sets, an e-voucher, and starts a prize draw

Berlin, December 18, 2014 – Native Instruments today announced a limited-time holiday giveaway as a thank you to all users. This year, producers get REPLIKA – a high-fidelity delay effect. DJs get a total of ten free TRAKTOR Remix Sets selected from some of the year's top releases. Native Instruments are also giving away a \$25 / 25 € / ¥ 2,500 / £22 / AU\$ 39 e-voucher for the NI Online Shop, plus the chance to win more free gifts in a prize draw. Users are recommended to act quickly – as of January 2014, REPLIKA will cost \$49 / 49 € / ¥ 5,680 / £44 / AU\$ 79 and the e-voucher expires on December 31, 2013.

REPLIKA is a simple to use delay effect for a wide range of spatial sounds. Three effect modes – two delays and a powerful diffusion algorithm – are built into a streamlined and easy-to-use interface. The ‘Modern’ mode is a digital delay that delivers the crystal-clear repeats of contemporary delay devices. ‘Vintage Digital’ mode reproduces the charismatic grit of early studio delays. The ‘Diffusion’ mode delivers a fresh sound that rides the line between delay and reverb. REPLIKA also integrates a high-class resonant filter and classic phaser. Adding modulation is easy with simple combinations of three intuitive knobs and two buttons to choose between phaser and filter – lowpass, highpass or notch.

DJs benefit from ten free TRAKTOR Remix Sets selected from the year's most sought after Remix Set releases. The selection includes Pezzner, Tom Trago, Wellenrausch, My Digital Enemy, and more. TRAKTOR Remix Sets are premium-grade loop and one-shot sample packs, configured for use in the Remix Decks in NI's flagship TRAKTOR PRO 2 DJ software. Using Remix Decks, DJs can explore new expressive possibilities and live remixing. All ten TRAKTOR Remix Sets are available together or separately as a free download.

As an added bonus, everyone is encouraged to participate in a prize draw for the chance to win one of Native Instruments' flagship products – a KOMPLETE KONTROL S49 with KOMPLETE 10 ULTIMATE, a TRAKTOR KONTROL S8, or a MASCHINE STUDIO. Until December 31, anyone can enter to win one of these prizes at www.native-instruments.com/happyholidays2014. Three winners will be announced after contest closure – one for each prize.

Pricing and availability

The free gifts are available from the NI website until December 31, 2014. From January 2014, REPLIKA will cost \$49 / 49 € / ¥ 5,680 / £44 / AU\$ 79.

The e-voucher expires on December 31, 2014.

Further product information and press material

Additional information on the limited-time holiday giveaway is available at:
www.native-instruments.com/happyholidays2014

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.