

Native Instruments and Dirigent announce new Japanese distribution setup in 2013

Berlin, July 9th, 2012 – Native Instruments and Dirigent today announced that they will conclude their distribution partnership at the end of this year. After nearly 15 years of highly successful cooperation with Japanese distributor Dirigent, Native Instruments is now preparing to open up a dedicated Japanese branch in 2013.

With an initial staff of around 15 people, the prospective NI office in Tokyo will accommodate retailers and customers directly through dedicated sales, marketing, support and fulfilment capabilities. It will further expand the company's footprint in this crucial region of the music equipment market, and will complement the existing offices in Berlin and Los Angeles with their team of over 300 employees.

Dirigent will in turn focus its efforts on the expansion of other high-potential European and US brands in the Japanese market.

“We have been honored to grow Native Instruments' brand presence in Japan to a point where a dedicated company subsidiary is now appropriate to further expand its business”, says Yasunobu Kurata, CEO of Dirigent.

“Dirigent have represented our products and our interests in the Japanese market with supreme professionalism, diligence and care, and we conclude this fantastic partnership in the most grateful spirit”, says Daniel Haver, CEO of Native Instruments.

The Japanese office of Native Instruments will officially take up operations by January 1st, 2013. In the meantime and until the end of 2012, Native Instruments and Dirigent will fully continue their partnership, securing a seamless and efficient transition for its Japanese customers and business partners.

Further product information and press material

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 around 300 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.