

Music technology manufacturer Native Instruments opens up Japanese branch

Tokyo, January 8th, 2013 - International music technology manufacturer Native Instruments is pleased to announce the opening of its dedicated Japanese branch in Harajuku, Tokyo. Established to directly serve the company's long-standing Japanese user base and business partners, the new office is also intended to further expand the company's footprint in the crucial Japanese market for music production and DJ equipment.

With an initial staff of 10 people led by General Manager Koh Suzuki, Native Instruments KK provides dedicated sales, marketing, tech support and fulfillment capabilities to Japanese customers and retailers. Following nearly 15 years of representation through a local distributor, the new branch now complements the existing Native Instruments offices in Berlin and Los Angeles with their over 350 employees, forming a network among three of the most major music and technology metropolises in the world.

"Japanese artists and music enthusiasts have always appreciated our products and technological vision especially well, and we are excited to now move much closer to this highly inspiring environment", says Daniel Haver, CEO of Native Instruments. "Our Tokyo branch has profound strategic importance for our future business, and I am very grateful to Koh Suzuki for assembling such an experienced and competent team".

"I am honored to represent one of the most prominent and pioneering leaders in creative music technology in our country" says Koh Suzuki, General Manager of Native Instruments Japan. "We will do our best to accommodate our customers and partners in the most comprehensive way, and make their 'NI experience' even better".

The opening of Native Instruments KK will be celebrated with a public launch event in spring, details of which will be announced at a later date.

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 350 people in its three offices in Berlin, Los Angeles, and Tokyo, and works closely with more than 40 international distribution partners to ensure its future growth and success.