

Native Instruments introduces MAGNATE HUSTLE Expansion for MASCHINE

New Expansion brings the sound of forward-thinking urban pop to MASCHINE

Berlin, August 22, 2014 – Native Instruments today introduced MAGNATE HUSTLE – a new MASCHINE Expansion tailored to the multi-faceted sound of today's urban pop styles. MAGNATE HUSTLE features an exclusive set of guitar licks and chords, synths, and drum sounds plus new presets for MASSIVE and the MASCHINE 2 Drum Synths. Available now at the NI Online Shop, MAGNATE HUSTLE runs in the MASCHINE 2 software on MASCHINE STUDIO, MASCHINE, or MASCHINE MIKRO. A compact version for iMASCHINE is also available via the in-app store.

MAGNATE HUSTLE provides producers of urban pop, R&B, and hip hop with a wealth of melodic material. An exclusive selection of guitar licks and chords allows beat makers to drop melodic and harmonic elements directly into their tracks. Licks can be used as they are or be chopped up within the MASCHINE environment for adding a personalized touch to projects. A set of multi-sampled instruments including basses, acoustic and electric pianos, and synths, plus vocal hits and one-shots provide additional melodic possibilities and texture. And a set of new MASSIVE presets designed specifically for contemporary urban pop offer producers near-limitless sonic variation for their tracks.

MAGNATE HUSTLE's selection of drum sounds includes a versatile set of samples processed for maximum punch plus four kits consisting of all-new presets for the MASCHINE 2 Drum Synths. The MASCHINE 2 Drum Synths allow users to adjust drum sounds on the fly, further tailoring the sound or adding a dynamic performance element to their music. The sounds were designed and tweaked by producers currently working on major label projects. Their expertise gives the drums in MAGNATE HUSTLE the larger-than-life sound of platinum-selling records heard in the charts worldwide.

A condensed version of MAGNATE HUSTLE is also available as an iMASCHINE Expansion, for creating beats on-the-go. The iMASCHINE Expansion features three projects, four drum kits, and three instruments. Tracks can be exported to MASCHINE STUDIO, MASCHINE, and MASCHINE MIKRO for completion.

Pricing and availability

MAGNATE HUSTLE is available now at the NI Online Shop for \$49 / 49 € / £44 / ¥ 4,800 / AU\$ 79 and runs in the MASCHINE 2 software.

The iMASCHINE expansion is available at the iMASCHINE in-app store for \$0.99 / 0,89 € / £0.69 / ¥ 100 / AU\$ 0.99.

Further product information and press material

Additional information on MAGNATE HUSTLE is available at:
www.native-instruments.com/magnatehustle

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 four offices in Berlin, Los Angeles, Tokyo and Shenzhen 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.
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