

## **Native Instruments introduces PLATINUM BOUNCE**

### **New MASCHINE EXPANSION for producers of upfront, urban club and radio sounds**

Berlin, 7th of May, 2012 – Native Instruments today introduced PLATINUM BOUNCE, a new MASCHINE Expansion featuring a versatile toolbox for producers working in the area of contemporary urban club music. For instant use with MASCHINE or MASCHINE MIKRO, PLATINUM BOUNCE was created by cutting-edge music producers and sound designers – processed to achieve the distinctive upfront sound of contemporary hits for the radio and the hottest clubs.

PLATINUM BOUNCE delivers kits, instruments and pre-programmed rhythms for producers of hip-hop, dirty south beats, RnB, crossover club anthems and any other type of urban-based popular music. 45 different kits provide a well-rounded selection of hard-hitting drum sounds, as well as 8 melodic kits containing harmonic one shots and effects. In addition, the 54 instruments of PLATINUM BOUNCE feature unique pads, leads, keys, organs, and basses, with many of them derived directly from classic synths such as the Minimoog, Oberheim SEM, and Jupiter-6, among others.

Following on from the highly popular SWAGG CITY Expansion for iMaschine, all kits and instruments, pre-programmed rhythms and projects of PLATINUM BOUNCE serve as ideal starting points for new tracks, or inspiration for up-to-date remixes. All styles vary from half time 65 BPM beats to pounding electro rhythms at 120 BPM. A compact version of PLATINUM BOUNCE is also available for iMASCHINE – the groove sketchpad for iPhone® / iPod Touch®.

### **Pricing and availability**

PLATINUM BOUNCE is available at the NI Online Shop for \$59 / 49 EUR. For owners of iMASCHINE, a compact version of PLATINUM BOUNCE is also available via the iMASCHINE in-app store for \$0.99 / 0,79 EUR.

### **Further product information and press material**

Additional information on PLATINUM BOUNCE is available at [www.native-instruments.com/platinumbounce](http://www.native-instruments.com/platinumbounce)

A digital press kit including picture material is available at [www.native-instruments.com/press.info](http://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.

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