

Native Instruments announces global Native Sessions events

Expanded event series aims to connect NI users with product experts and the global music community

Berlin, August 4, 2015 – Native Instruments today announced Native Sessions – a new, global series of free events. Native Sessions aims to bring NI users, product experts, and the wider music community together to explore the future of music making with KOMplete, TRAKTOR, and MASCHINE. Native Sessions will be held regularly at four music capitals Berlin, Los Angeles, London, and Tokyo as well as at premier international music festivals. As part of the announcement, a new competition is being held in which participants can win air travel and accommodation to Native Sessions events in Berlin and Los Angeles.

Native Sessions is a series of live-learning experiences for users, industry professionals, and prospective producers, DJs, and musicians. Each event focuses on a single topic, using the Native Instruments portfolio to demonstrate how specific music-making tools are designed and developed. Producers and DJs are also on hand to explain in their own words how these tools benefit their creativity and workflows. The Native Sessions experience encourages participants to broaden their musical horizons while getting a chance to connect with Native Instruments staff working behind the scenes in their area towards the future of sound.

The next edition of Native Sessions will focus on Stems – the open, multi-track audio format developed by Native Instruments that enhances creative possibilities for DJs, producers, and live performers. As well as upcoming events in Berlin, London, Tokyo, and Los Angeles, special Native Sessions events will also be held at worldwide music festivals such as Dimensions, Outlook, Electronic Beats Festivals Budapest and Bukarest, MUTEK.MX, Decibel, A3C, and ADE.

A special competition in which two users each will win a pair of flights to Native Sessions events in Berlin and Los Angeles is also running now until August 12, 2015. Winners will be chosen via lottery selection and notified by email.

Further information and press material

Additional information on Native Sessions and the competition is available at: www.native-instruments.com/nativesessions

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.

This lottery is being conducted by NATIVE INSTRUMENTS GmbH from August 4, 2015 until August 12, 2015. By entering the lottery, participants agree to these terms and conditions. All personal information is protected by privacy and data protection laws and will not be shared with third parties. Participants must be 18 years of age or older. Employees of the Native Instruments group are not eligible to participate. By entering the Native Sessions competition, participants can win a pair of flights to Native Sessions events in Berlin and Los Angeles. Winners will be determined by lottery among all participants. Winner will be notified by email, and is required to notify Native Instruments that he/she accepts the prize within one week after receiving the notification email. If Native Instruments does not receive notification within this period, the winner forfeits the prize and Native Instruments reserves the right to choose another winner. A cash payout of the prize is ruled out. The right of appeal is excluded. The laws of the Federal Republic of Germany apply exclusively; Berlin, Germany, shall be the exclusive court of jurisdiction.