

Native Instruments introduces NEON DRIVE Expansion for MASCHINE

New MASCHINE Expansion delivers the sound of contemporary synth pop

Berlin, February 25, 2015 – Native Instruments today introduced NEON DRIVE – a new MASCHINE Expansion providing a collection of tailored 80s-inspired sounds for producers working in contemporary pop, electronic, and R&B styles. A genre debut for Native Instruments, NEON DRIVE is available now at the NI Online Shop and 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.

NEON DRIVE features a library of sounds drawing heavily on production techniques, instrumentation, and melodic construction native to 80s synth pop. This MASCHINE Expansion includes lush chord and pad sounds, emotive melodies and retro-inspired drums. Exclusive new presets for NI's wildly popular MASSIVE synth, the organic REAKTOR PRISM, and the MASCHINE 2 Drum Synths are also included for deep sound design. With a broad range of sounds for all synth-pop-inspired music, NEON DRIVE allows producers to focus on creating the strong, catchy melodies with the sound of NI's acclaimed synthesis expertise.

A compact version of NEON DRIVE is also available as an iMASCHINE Expansion, for creating beats on the go. Tracks can be exported to MASCHINE STUDIO, MASCHINE, and MASCHINE MIKRO for completion.

Pricing and availability

NEON DRIVE is available now at the NI Online Shop for \$49 / 49 € / £44 / ¥ 5,680 / 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 NEON DRIVE is available at:
www.native-instruments.com/neondrive

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.

MASSIVE was designed and developed entirely by Native Instruments GmbH. Solely the name Massive is a registered trademark of Massive Audio Inc., USA.