

Native Instruments introduces PREMIUM TUBE SERIES

New Collection of high-end effects include PASSIVE EQ, VARI COMP and ENHANCED EQ

Berlin, September 13, 2012 – Native Instruments today introduced a new collection of high-end effects, capturing the warm, natural sound of tube-driven hardware. PREMIUM TUBE SERIES is made up of three individual effects – PASSIVE EQ, VARI COMP and ENHANCED EQ – available either individually or as a high-value bundle. PREMIUM TUBE SERIES makes these effects available for the first time as native plug-ins that run individually within a DAW in VST, AU, RTAS or AAX format. The effects are modeled by Softube, the renowned team behind Native Instruments' VINTAGE COMPRESSORS.

PASSIVE EQ is a fully-parametric, two-channel, four-band equalizer, with additional high and low pass filters plus a wide collection of presets for all use cases. Characterized by its versatile nature and natural sound, it is well suited to a wide range of production duties – from individual tracks to sub groups and even mastering. As with all the effects in the series, running as an individual plug-in in any DAW gives it significant ease-of-use advantages over hardware units, such as built-in parallel processing options, and mid/side mode.

As its name suggests, VARI COMP is a compressor with a flexible range of use cases, from instrument groups to individual tracks. Emulated to possess a clear and warm 'analog' sound, VARI COMP limits and compresses. In limit mode, it uses a unique automatic ratio and knee adjustment, altering the compression ratio from 4:1 up to 20:1 automatically in response to the input signal.

ENHANCED EQ is an easy-to-use effect adept at providing tracks with both subtle definition and rich loudness. Modeled from a boutique studio standard, this is the EQ for adding warmth and weight to the low end of individual tracks, thanks to a special curve produced by simultaneously cutting and boosting the low frequencies. ENHANCED EQ works equally well at adding clarity and shine to midrange.

Pricing and availability

The PREMIUM TUBE SERIES bundle is available at the NI Online Shop for \$229 / 199 EUR. The individual effects can also be bought separately: PASSIVE EQ \$169 / 149 EUR, VARI COMP \$119 / 99 EUR, ENHANCED EQ \$79 / 69 EUR.

Further product information and press material

Additional information on the PREMIUM TUBE SERIES is available at:

www.native-instruments.com/premiumtubeseries

A digital press kit including picture material is available at

www.native-instruments.com/press.info

International Press Contact

Constantin Köhncke

Public Relations Manager

E-Mail: constantin.koehncke@native-instruments.de

Phone: +49 (0)30 - 61 10 35 – 1600

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.