

Native Instruments launches limited-time price drop on TRAKTOR KONTROL S4 and TRAKTOR KONTROL S2

Berlin, April 1, 2014 – Native Instruments today launched “It’s all about the drop” – a limited-time special offer on the industry-standard TRAKTOR KONTROL S4 and TRAKTOR KONTROL S2 all-in-one DJ controllers. TRAKTOR KONTROL S4 will be reduced by 100€ / \$, while the S2 will be available for 50 € / \$ off standard retail price. The price drop will run until April 30, 2014, both at resellers and in the NI Online Shop.

The TRAKTOR KONTROL series has earned a reputation as the industry-standard TRAKTOR DJ controllers. At the forefront is TRAKTOR KONTROL S4 – the flagship 4-deck all-in-one DJ system. The S4’s premium 4-channel mixer, built-in 24 bit/96 kHz audio interface, and intuitive, hands-on controls offer DJs a seamless and comprehensive unit designed for the latest TRAKTOR software. The “little brother”, TRAKTOR KONTROL S2 delivers all key TRAKTOR PRO features with the same built-in audio interface, 2 decks, and a 2-channel mixer with multi-effect units. Its compact build makes the S2 the ideal controller for use with TRAKTOR DJ for iPad and iPhone.

With the release of iOS 7.1, TRAKTOR KONTROL S4 and S2 now also join the growing list of TRAKTOR hardware compatible with TRAKTOR DJ for iPad and iPhone.

Pricing and availability

TRAKTOR KONTROL S4 is available for \$699 / 699 € / £579 / ¥ 69,800 and TRAKTOR KONTROL S2 for \$449 / 449 € / £369 / ¥ 44,800 at the NI Online Shop and at retailers worldwide.

This special offer is valid from April 1, 2014 until April 30, 2014, at the NI Online Shop and participating retailers, while stocks last. Savings described in this newsletter are calculated on the basis of suggested retail prices (MSRP). Please note that according to our terms and conditions, e-vouchers cannot be used in conjunction with special offers. Software available as a download after hardware registration.

Further product information and press material

DJs can find out more about TRAKTOR KONTROL S4 and S2, plus take advantage of this special offer at:

www.native-instruments.com/allaboutthedrop

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.