

Native Instruments wins triple Red Dot design awards for KOMPLETE, MASCHINE and TRAKTOR products

KOMPLETE KONTROL S-Series, MASCHINE STUDIO and TRAKTOR KONTROL S8 honored with renowned annual product design award

Berlin, August X, 2015 – Native Instruments is excited to announce that recent flagship products from all its three product brands have been honored with the Red Dot product design award 2015 - the KOMPLETE KONTROL S-Series keyboards, MASCHINE STUDIO and TRAKTOR KONTROL S8. As one of the most renowned product design awards worldwide, the Red Dot is awarded by an international jury in consideration of a comprehensive catalog of criteria, including innovativeness, functionality, ergonomics, build quality and ecological compatibility.

“Our goal is to create instruments for musicians and DJs that provide an extraordinary level of expressiveness”, says Mate Galic, CTO of Native Instruments. “This can only be achieved by an interdisciplinary design team that thinks holistically. Having our efforts recognized with these awards is a fantastic confirmation for this approach.”

The KOMPLETE KONTROL S-Series keyboards debuted in October 2014, and have been designed to unite the whole range of NATIVE INSTRUMENTS’ acclaimed software instruments and effects under a single, unified playing experience. The keyboards feature several industry innovations never before available in a hardware controller, including Light Guide key illumination, ultra-sensitive Touch Kontrol touch strips, Native Map® parameter assignment, and a range of ingenious Smart Play features.

MASCHINE STUDIO was released in October 2013 as the flagship product in the MASCHINE groove production range. Through expanded tactile control and hi-resolution color displays, the advanced hardware controller enables producers to utilize MASCHINE’s acclaimed intuitive workflow with detailed visual feedback of software functions directly on the hardware.

Also released in October 2014, TRAKTOR KONTROL S8 symbolized a leap forward in digital DJing with its innovative touch-sensitive controls and full-color displays that create an unbroken link between the DJ and the crowd. The all-in-one KONTROL S8 features a 4-channel standalone mixer, extensive audio interface, advanced integration of TRAKTOR PRO 2’s Remix Decks, and full support for NATIVE INSTRUMENTS’ groundbreaking new multi-channel “Stems” music format.

Further product information and press material

Additional information on the KOMLETE KONTROL S-Series is available at www.native-instruments.com/kompletekontrol

Additional information on MASCHINE STUDIO is available at www.native-instruments.com/maschinestudio

Additional information on TRAKTOR KONTROL S8 is available at www.native-instruments.com/s8

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.