

Press release – for immediate release

Native Instruments Releases Five New Instruments and Effects

New instruments and effects expand the NI producer portfolio, based on KONTAKT, REAKTOR and GUITAR RIG technology

Berlin, September 2nd, 2010 – Native Instruments has just released five products that further extend its versatile KOMplete Instruments and Effects range. The new products include the modal synthesizer REAKTOR PRISM, the studio reverb REFLEKTOR, the organ emulation VINTAGE ORGANS, the effect suite TRAKTOR'S 12 and the amp emulation RAMMFIRE. All products are based on the powerful technology of KONTAKT, REAKTOR and GUITAR RIG, and can be used both within the full versions and the free player versions of these instruments.

The unique REAKTOR PRISM synthesizer was designed by NI synthesis mastermind Stephan Schmitt, and utilizes the new modal synthesis capabilities of the latest REAKTOR 5.5 generation. It generates highly expressive tones and textures that range from powerful basses and leads to deep, organic soundscapes and intricate physical-modeling sounds.

REFLEKTOR is a high-performance reverb processor for use within GUITAR RIG 4 and the new GUITAR RIG 4 PLAYER. Based on Native Instruments' patent-pending Zero Latency Convolution, it combines the quality of impulse response technology with the efficiency and flexibility of algorithmic reverbs to generate both extremely realistic room ambiances and creative, highly original reverberation effects.

The new VINTAGE ORGANS instrument provides the charismatic electromagnetic organ sound of the 60s and 70s. Based on meticulous sampling in combination with the advanced KONTAKT engine, it recreates three iconic tonewheel organs and two distinctive transistor-based models complete with their authentic sound shaping and effect facilities.

The performance effects suite TRAKTOR'S 12 is derived from Native Instruments' leading DJ software, and makes the acclaimed effects arsenal of TRAKTOR PRO available for use as a plug-in in any DAW or music sequencer. All twelve effects, including unique algorithms like the "Mulholland Drive", "Reverse Grain" and "Beat Masher", are optimized for intuitive and expressive real-time sound manipulation.

The new RAMMFIRE amp emulation was developed in close collaboration with one of Rammstein's guitarists, Richard Z. Kruspe, and models the original recording chain that is behind the band's trademark guitar sound.

It can be used both as an expansion to the amplifier arsenal in GUITAR RIG 4 and as an individual product in combination with the free GUITAR RIG 4 PLAYER.

Pricing and availability

The five new KOMPLETE Instruments and Effects are now available for individual download purchase in the NI Online Shop, and are also included in the new KOMPLETE 7 bundle.

Pricing: RAMMFIRE \$59 / 49 EUR // REAKTOR PRISM \$79 / 69 EUR // REFLEKTOR \$119 / 99 EUR // TRAKTOR'S 12 \$79 / 69 EUR // VINTAGE ORGANS \$119 / 99 EUR

Further product information and press material

Additional information is available at:

www.native-instruments.com/reaktorprism
www.native-instruments.com/reflektor
www.native-instruments.com/traktors12
www.native-instruments.com/rammfire
www.native-instruments.com/vintageorgans

Digital press kits including picture material are available at

www.native-instruments.com/press.info

International Press Contact

Constantin Köhncke
Public Relations Manager
E-Mail: press@native-instruments.com
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 performance. 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 producers, musicians and DJs. The company currently employs more than 200 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.