NATIVE INSTRUMENTS

Native Instruments introduces RISE & HIT – a dedicated instrument for building cinematic tension

New instrument delivers a wide range of exclusive high-tension sounds for cinematic scores and sound design

Berlin, April 16, 2014 – Native Instruments today released RISE & HIT – the first instrument dedicated to creating thrilling tension and suspense with build-ups and climactic hits. RISE & HIT uses an extensive range of over 8 GB of exclusively recorded and studio-produced sounds. An easy-to-use interface offers detailed editing with integrated effects and mastering tools for endless sound design capabilities. RISE & HIT runs in KONTAKT 5 or the free KONTAKT 5 PLAYER.

Central to RISE & HIT is its extensive sample library of expertly-produced sounds. From a full orchestra and heavily processed field recordings, to other-worldly synthesized and hybrid sounds, the library offers an incredible range of sonic material found nowhere else. Over 4000 samples are used in 700 single-layer and 250 multi-layer pre-designed sounds for creating hair-raising build-ups consisting of a swelling "riser" and a shorter, climactic "hit". Each sound comes in four separate lengths to drastically alter the rise length, plus a transient "whoosh" hit option easily match any score without losing sound quality along the way. Up to four sounds can be layered at a time to create highly complex textures.

RISE & HIT offers sound designers a comprehensive toolkit with an intuitive interface for quick workflow and results. All features are easily accessible through tabbed panels and can be customized within the instrument, saving time and sparking inspiration at every step of the creative process. Readily available are a wide selection of effects to add character and radically alter sounds. Reverb and delay add sonic depth, while 26 custom filters allow quick frequency design for when inspiration strikes. 29 spatial, dynamic, and distortion effects, offer advanced control of sound stage, size, and texture.

For further customization, RISE & HIT boasts an integrated modulation engine designed to fully automate layer parameters. Though preset modulation curves are available, parameters can be adjusted using envelopes, for pinpoint accuracy and vigorous results. Once a build-up is ready to be finalized, a suite of additional mastering effects such as compression, saturation, and equalization can be applied to fine-tune the sound.

Key to the conception and production of RISE & HIT was sound master Uli Baronowsky of Galaxy Instruments. Already a trusted NI partner, Uli now brings his proven mastery of high quality sampling and sound reinforcement to the immense sonic variety found in RISE & HIT.

Pricing and availability

RISE AND HIT is available now at the NI Online Shop for $149 / 149 € / £129 / ¥ 17,800. It runs in KONTAKT 5 and the free KONTAKT 5 PLAYER.

Further product information and press material

Additional information on RISE & HIT is available at:
www.native-instruments.com/riseandhit

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.