

Native Instruments Introduces STATIC FRICTION Expansion for MASCHINE

**New MASCHINE Expansion delivers the straight-up, energized sound of
tech house to MASCHINE and MASCHINE MIKRO**

Berlin, July 18, 2013 – Native Instruments today released STATIC FRICTION – a new MASCHINE Expansion designed to provide the driving, international sound of tech house. The Expansion features 33 drum kits loaded with new kicks, snares, hi-hats, and claps, as well as seven Special Kits containing analog spring reverb samples, Ride and Snare kits optimized for live performance, and additional Spoken and Radio Voice Kits for additional textures. New MASSIVE presets provide exclusive basses, leads, pads, and effects for added variety. Optimized for live performance of tech house, STATIC FRICTION is available for MASCHINE and MASCHINE MIKRO. A compact version is also available for iMASCHINE.

STATIC FRICTION's sound set is built on a foundation of modern and classic drum sounds carefully matched to represent a full range of tech house styles. Organic, saturated bass and synth patterns provide melodic elements representative of the genre. These are complemented by a brand-new set of MASSIVE presets, offering producers an ample array of tools for creating an individual sound. The Expansion also delivers an exclusive set of special elements essential for authentic tech house production. An analog reverb unit was recorded as the spring was struck and 'played' like an instrument. The resulting high-quality samples add a unique, metallic texture to STATIC FRICTION's sonic palette. Spoken and Radio Voice Kits recorded just for this Expansion let producers add catchy vocal hooks to their dancefloor productions.

STATIC FRICTION's workflow is specifically tailored to live performance. The seven Special Kits pre-load with samples of a single instrument category. When performing, producers can solo, mute, and trigger various spring reverb and voice samples, snares, or rides. This provides a fun and intuitive way to instantly change the texture of tracks, embellish a live DJ set with new sounds, or to create one of a kind, on-the-fly remixes.

Pricing and availability

STATIC FRICTION is available at the NI Online Shop for \$49 / 49 € / ¥ 4800.

A compact version of STATIC FRICTION is also available for iMASCHINE in the in-app store for \$0.99 / 0,89 € / ¥ 85.

Further product information and press material

Additional information on STATIC FRICTION is available at:
www.native-instruments.com/staticfriction

A digital press kit including picture material is available at:
www.native-instruments.com/press.info

International Press Contact

Constantin Köhncke
Senior 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 over 350 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.

MASSIVE was designed and developed entirely by Native Instruments GmbH. Solely the name Massive is a registered trademark of Massive Audio Inc., USA.