

Native Instruments releases the second installment in the EVERYBODY DJ video series

Dance music pioneer A Guy Called Gerald discusses the cultural link between new technology and the evolution of electronic music

Berlin, September 18, 2014 – Native Instruments today continues the EVERYBODY DJ video series with the second installment featuring electronic music legend A Guy Called Gerald. The video features Gerald describing how innovative technology plays an important role in defining DJ culture and how mobile apps like TRAKTOR DJ for iPad and iPhone are creating new performance possibilities and diversifying relationships to digital music.

An icon in his own league, A Guy Called Gerald has been an instrumental figure in the development of techno, acid house, jungle, and drum and bass in the UK since the late 1980s. The video captures Gerald's view on the close relationship between technology and electronic music – reflecting on previous audio limitations with vinyl, and how digital technology has changed how he listens to, DJs, and creates music.

Filmed in London at the premier of RELEASE, a documentary on House Shuffling in Britain, the video shows Gerald as he explains why the physical manipulation of waveforms on apps like TRAKTOR DJ for iPad and iPhone has given rise to completely new ways of DJing. Gerald can be seen mixing, beat jumping, and loop slicing live with TRAKTOR DJ for iPad – a tool that has had a particular impact on his DJing.

Still underway, the first video in the EVERYBODY DJ series introduced the MIX. WIN. BERLIN! competition where Native Instruments asks “What would you play?” Anyone can enter to win a VIP weekend in Berlin by recording and uploading a mix to Mixcloud using TRAKTOR DJ, and tagging it with the #whatwouldyouplay hashtag. DJs and music enthusiasts who do not own the TRAKTOR DJ app can also enter by posting a Spotify playlist in the video's comment section on Facebook.

A panel of judges from diverse backgrounds comprising of Berlin bass music DJ Sarah Farina, legendary dance music producer Arthur Baker, lifestyle and fashion tastemakers Felder and Felder, and the iconic A Guy Called Gerald himself will evaluate the entries. The contest closes October 30, 2014.

Further information and press material

The video featuring A Guy Called Gerald is available at:
<http://youtu.be/G-3EtHjvkO8>

More on TRAKTOR DJ for iPad and iPhone here:
www.native-instruments.com/traktordj

MIX. WIN. BERLIN! competition details can be found here:

<http://www.mixcloud.com/competitions/traktor-dj-mix-win-berlin-2014-dj-competition>

A digital press kit 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.