

Native Instruments launches THE FUTURE OF DJING video series

This summer, Native Instruments will run a series of videos featuring renowned TRAKTOR artists illustrating innovation in DJing

Berlin, June 6, 2014 – Native Instruments today kicked off THE FUTURE OF DJING – a new video series featuring acclaimed international artists and how new technologies found on TRAKTOR products inspires creativity. Throughout the summer of 2014, THE FUTURE OF DJING series will highlight the artist, and how technological innovation plays a role in their performance.

The first video features house icon Marc Kinchen aka MK, who's musical career has given rise to some of dance music's most iconic tunes. In this video, Marc talks about how technology has always inspired his DJing and fuels his concept of the ideal live DJ performance – creating a track from start to finish live while DJing. MK also shares his vision where a future generation of talented DJ/producers will be setting the new standards of DJ culture without ever touching vinyl or playing an instrument.

Shot on location in Glasgow, Scotland on Record Store Day, the video shows Native Instruments spending the day around town with Marc as he talks about the evolution of the DJ/producer, makes an in-store appearance, and performs at the Lovelife Festival held at The Arches club. Marc is seen using the KONTROL X1's multi-purpose touch strip to control effects, loop, and beat-jumping.

The FUTURE OF DJING video series aims to kick-start discussions with artists, labels, and the media about the future of DJing. As an added bonus, Native Instruments is giving away five of the TRAKTOR KONTROL X1 controllers signed by Marc in the video. To win, people must leave a comment on the video's Facebook post. Five winners will be selected at random.

#futureofdjing to follow the story online

Further product information and press material

The first video of THE FUTURE OF DJING series featuring MK is available at:
<http://youtu.be/ZE2PXpZwpak>

To enter the X1 draw, comments can be left on this Facebook post:
www.facebook.com/traktorpro/posts/10152449154607528

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 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.