

## **Native Instruments Releases TRAKTOR DJ App Exclusively for iPad**

### **App appeals to DJs of all levels from novices to touring professionals**

Berlin, February 21, 2013 – Native Instruments today released TRAKTOR DJ – a unique, hands-on DJ app built from the ground up for iPad aimed at DJs of all levels from novices to touring professionals. Created by the same team behind the top-selling TRAKTOR brand, TRAKTOR DJ strikes a balance between instant, fun usability and advanced, professional features. TRAKTOR DJ allows users to intuitively access their music in a whole new way while also complimenting the TRAKTOR family through bi-directional content synchronization with TRAKTOR PRO software.

TRAKTOR DJ puts the waveform in the center of user interaction, featuring two decks, each with dedicated 3-band EQ and filter sections, as well as 8 proven TRAKTOR effects. Utilizing familiar iOS Multi-Touch gestures like pinch and swipe, TRAKTOR DJ brings a professional quality mixing experience to iPad – equally suited to full performance or on-the-go set preparation. Users can intuitively manipulate waveforms by touch, “grabbing” their music with two fingers to instantly set a loop, perform scratches, mark cue points for live re-editing, and scrub, browse or navigate through tracks – the key functions of the TRAKTOR PRO 2 software, re-designed for touchscreen interaction.

TRAKTOR DJ introduces the completely new Freeze Mode, which lets users slice up a waveform into playable parts for on-the-fly remixing and entirely new musical performances. The app also allows users to create beat grids in real time, intuitively mapping out a song’s groove without having to stop the music. DJs are encouraged to discover the full extent of TRAKTOR DJ’s capabilities at their own speed via the Notification Center, which tracks the user’s progress through the app’s features and unobtrusively offers tips, tricks, and techniques from within the app.

With over a decade of technological refinement through the evolution of TRAKTOR, TRAKTOR DJ’s automatic tempo detection and sync engine are now accompanied by precise downbeat analysis. This makes beat mixing completely straightforward and frees users to creatively interact with their music via the touch interface. Full iTunes music library integration of TRAKTOR DJ means DJs can easily search their library for the next track. Unique to TRAKTOR DJ, the app introduces a recommendation engine that uses advanced tempo, key, and timbre detection algorithms. TRAKTOR DJ recommends compatible tracks from your iTunes library with the same tempo and harmonic structure in real time, facilitating smooth and ear-pleasing mixes for users of all levels. Both the advanced downbeat and key detection features will also be available to TRAKTOR PRO customers with a dedicated 2.6.1 software update.

Complementing the existing range of TRAKTOR products, TRAKTOR DJ bi-directionally syncs track settings and properties with TRAKTOR PRO 2. This gives DJs an ideal workflow for planning a set while on the move. Users can also transfer all their stored work in TRAKTOR PRO directly to TRAKTOR DJ – all beat grids, cue points, loops and BPM counts seamlessly transfer between iPad and TRAKTOR PRO 2 and back via a free Dropbox account.

Additionally, because of the powerful Core Audio engine built into iOS, TRAKTOR DJ also offers ultra-low latency playback, manipulation and recording while also supporting professional class compliant hardware audio interfaces, such as the TRAKTOR AUDIO 6 and 10, something currently not possible on any other mobile platform. DJs can connect these and other devices to their iPad using the iPad Camera Connection Kit™ for optimum audio quality and pre-listen and cue functionality, or to a splitter cable with dedicated cue and master controls. All of this allows TRAKTOR DJ users to easily record their mixes live on their iPad, or pump their music out to the house in the highest quality possible.

A video of visionary DJ Richie Hawtin's first day with TRAKTOR DJ, in which he prepares a set and performs live with the app at BPM festival in Mexico, is available on YouTube at:

<http://youtu.be/ScjJiGYawuM>

### **Pricing and availability**

The TRAKTOR DJ App is available for \$ 19.99 / 17.99 € / 1700 ¥ from the App Store on iPad or at [www.AppStore.com/TRAKTORDJ](http://www.AppStore.com/TRAKTORDJ). TRAKTOR DJ officially supports iPad with Retina display, iPad mini and iPad 2, running iOS 6 and above.

### **Further product information and press material**

Additional information on TRAKTOR DJ is available at:

[www.native-instruments.com/traktordj](http://www.native-instruments.com/traktordj)

A digital press kit including picture material is available at:

[www.native-instruments.com/press.info](http://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 around 350 people in its three offices in Berlin, Los Angeles, and Tokyo, and works closely with more than 40 international distribution partners to ensure its future growth and success.

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