

## **Native Instruments Releases TRAKTOR DJ App Exclusively for iPhone & iPod touch**

### **TRAKTOR DJ, top-selling professional DJ app for iPad, now released for iPhone and iPod Touch**

Berlin, May 2, 2013 – Native Instruments today released the TRAKTOR DJ for iPhone App, available now on the App Store for iPhone and iPod touch. Following the release of the unique, hands-on DJ app for iPad, TRAKTOR DJ for iPhone delivers the same intuitive workflow and advanced feature set as the iPad version, with an optimized interface to fit the screen real estate of iPhone and iPod touch. The TRAKTOR DJ for iPhone App is aimed at DJs of all levels from novices to touring professionals. Users of TRAKTOR PRO, Native Instruments' flagship DJ software for Mac and PC, can also complement their setups with bi-directional content synchronization with TRAKTOR DJ for iPhone.

The release of TRAKTOR DJ for iPhone is the realization of one of Native Instruments' long-term visions – to use touch-controlled waveform displays to create a more direct way to interact with music. The success of the iPad version demonstrates this new paradigm has been eagerly adopted by the DJ and wider iOS community.

TRAKTOR DJ for iPhone follows its iPad counterpart in putting the waveform at the center of user interaction. A user interface optimized for the iPhone's screen size delivers the same dedicated 3-band EQ and filter sections, and 8 proven TRAKTOR effects as the iPad version. Users can view both decks simultaneously or use the convenient touch slider to quickly adjust the size of each waveform in relation to the other. This allows users to set loops, perform scratches, mark cue points for live re-editing, and scrub, browse or navigate through tracks with the same precision and ease available to iPad users – all in the most portable version of the industry-leading professional DJ software to date.

Also on board are TRAKTOR DJ's advanced performance features. Freeze Mode lets users slice up a waveform into playable parts for on-the-fly remixing and entirely new musical performances. Users can also create beat grids in real time, intuitively mapping out a song's groove without having to stop the music. TRAKTOR's refined automatic tempo detection, sync engine, and precise downbeat analysis make beat mixing completely straightforward and free users to creatively interact with their music via the touch interface. A powerful recommendation engine uses advanced tempo, key, and timbre detection algorithms to recommend compatible tracks with the same tempo and harmonic structure in real time. This allows users of all levels to create smooth and ear-pleasing mixes. Users have access not only to their TRAKTOR collection, but also the music available on their iPhone or iPod touch. And thanks to TRAKTOR DJ's Notification Center, users learn the app at their own pace, unobtrusively receiving tips, tricks, and techniques from within the app.

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

Additionally, because of the powerful Core Audio engine built into iOS, TRAKTOR DJ for iPhone offers ultra-low latency playback, manipulation and recording. DJs can connect to a splitter cable for pre-listen and cue functionality. All of this allows TRAKTOR DJ users to easily record their mixes live on their iPhone or iPod Touch, or pump their music out to the house.

### **Pricing and availability**

TRAKTOR DJ for iPhone is available for \$ 4.99 / 4.49 € / 450 ¥ from the App Store on iPhone and iPod touch or at [www.AppStore.com/TRAKTORDJ](http://www.AppStore.com/TRAKTORDJ).

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

TRAKTOR DJ for iPhone Intro video:

[http://youtu.be/IE9rL\\_eRyco](http://youtu.be/IE9rL_eRyco)

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)

### **International Press Contact**

Constantin Köhncke

Senior Public Relations Manager

E-Mail: [constantin.koehncke@native-instruments.de](mailto: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 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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