

Native Instruments celebrates TRAKTOR DJ's "App of the Year" status as part of the App Store's Best of 2013 with a limited time price drop

World's first pro DJ app for iOS is chosen "App of the Year" for iPad in many countries and runner up in several others

Berlin, Dec 19, 2013 – Native Instruments today celebrated the announcement of TRAKTOR DJ's "App of the Year" status among numerous year-end mentions in the App Store worldwide. The world's first pro DJ app was chosen as Apple's App of the Year in many countries and was runner up in several others.

Initially released for the iPad in February, TRAKTOR DJ has won countless praise and introduced a tactile, on-the-go DJ solution aimed at DJs of all levels. Utilizing familiar iOS Multi-Touch gestures like pinch and swipe, TRAKTOR DJ has brought a professional quality mixing experience to iPad and iPhone. The revolutionary app allows DJs to intuitively interact with their music in a completely new way.

To celebrate TRAKTOR DJ's success, Native Instruments has significantly dropped the price of both iPad and iPhone versions in the App Store for a limited time until January 31, 2014.

Pricing and availability

TRAKTOR DJ is available in the App Store for only \$9.99 / 8,99 € / ¥ 1,000 for iPad and \$1.99 / 1,79 € / ¥ 200 for iPhone until January 31, 2014.

Further product information and press material

Additional information on TRAKTOR DJ is available at:
www.native-instruments.com/traktordj

A digital press kit including picture material 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 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.

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