

Native Instruments releases TRAKTOR DJ version 1.4 – now with Mixcloud integration

The acclaimed pro DJ app for iOS devices now features Mixcloud integration and new effects along with usability improvements

Berlin, April 30, 2014 – Native Instruments today released the latest version of the world's most popular pro DJ app – TRAKTOR DJ 1.4 for iPad and iPhone. Along with new effects and usability improvements, this free update introduces seamless upload integration for mixes with Mixcloud – the leading Internet radio platform built for DJs. To celebrate this collaboration, Native Instruments is holding a special DJ mix competition to win a trip to Ibiza.

After winning the App Store's 2013 editor's "App of the Year", TRAKTOR DJ 1.4 now offers in-app integration with Mixcloud. This exciting new feature allows DJs to upload their mixes directly to Mixcloud without having to export and manually upload the file – all from within the app. Mixcloud offers unlimited free hosting space for DJ mixes making the Traktor DJ and Mixcloud pairing the obvious choice for DJs on the go.

Three new unlockable effects have also been added to TRAKTOR DJ's creative features. Iceverb, Transpose Stretch, and Reverse Grain can be accessed for free when a notification window prompts the user to unlock. Playlist and subfolder editing have been improved for better in-app track management in addition to a variety of smaller stability and usability improvements.

The new partnership with Mixcloud brings together TRAKTOR DJ for iPad and iPhone with the largest community of DJs on the web. In celebration, Native Instruments is offering DJs the chance to win a paid weekend getaway in Ibiza. Until May 31, 2014, mixes recorded and uploaded to Mixcloud using TRAKTOR DJ will automatically be entered in the contest. Acid house legend A Guy Called Gerald will guest-judge the mixes and select the lucky winner.

Pricing and availability

TRAKTOR DJ 1.4 is now available for download in the App Store for \$9.99 / 8,99 € / £6.99 / ¥1,000 for iPad and \$1.99 / 1,79 € / £ 1.49 / ¥200 for iPhone. Current users can update their version for free.

Further product information and press material

DJs can find out more about TRAKTOR DJ at:
www.native-instruments.com/traktordj

Additional information on the Mixcloud DJ competition is available at:
www.native-instruments.com/mixtowin

A digital press kit including picture material is available at:
www.native-instruments.com/press.info

International Press Contact

Johannes Krämer
Public Relations Manager
E-Mail: johannes.kraemer@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 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.

About Mixcloud

Mixcloud is the world's leading platform for on-demand radio. Inspire your ears and discover new music & ideas from a community of over half a million recognised DJs and radio presenters.

With a growing reach of over 10 million monthly listeners, the award winning service is now available on-the-go through free mobile apps.

iPad and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. All product and company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.