

## **Stems – introducing a new, open multi-track audio format**

**New audio file format provides DJs, producers, and live performers the ability to mix with a track's different musical elements individually**

Berlin, April 7, 2015 – Stems – a new, multi-channel audio format was recently unveiled at WMC (Winter Music Conference) in Miami. A Stem file allows DJs and live performers to interact with different musical elements of a track independently by accessing four different 'stem' parts such as the bass, drums, melody, or vocals. This type of mixing introduces new performance possibilities and enriches the listening experience for music lovers. As a premium file format, Stems can also create new revenue streams for music labels and online retailers to grow their business. Developed by Native Instruments, Stems is an open file format designed to benefit the entire music industry.

Stems was recently introduced at a WMC discussion panel moderated by KCRW Los Angeles Music Director Jason Bentley. Online music retailers Juno and Traxsource joined five-time DMC World Champion DJ Craze and DJ-producer virtuoso Luciano in an engaging discussion – sharing their early impressions about the forthcoming technology. The format was highly regarded as inspiring, easy-to-use technology for DJs and live performers to interact differently with a track's musical elements. Stem parts can be modified independently to create spontaneous instrumentals while effects can be applied to specific parts of the track. Transitions between tracks can be mixed part-by-part rather than using global volume and EQ control for the entire track.

As an open format, anyone will be able to create, perform with, and distribute Stems in any way possible. Producers, DJs, and labels will be able to author their own Stem files using a free standalone application called the Stem Creator Tool. Developers will have full access to format specifications and code examples for them to integrate Stem support into future music performance and production tools.

Stem files use the mp4 container format to store the four individual stems of a track plus the original master version of the track within a single file. This single file can be managed as easily as an mp3 file, which can even be played as a normal stereo audio track with any mp4-compatible audio player such as iTunes. To play with Stems' individual parts, Stem-supported software and hardware will be required. Native Instruments' TRAKTOR software will be the first to offer Stem support this summer – opening the gates for further integration.

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## **The industry reacts to Stems**

DJ Craze

"The Stems format is very exciting to me because I come from the generation where records have 1/Instrumental/Acapella and Dubapellas, so now I'll be able to get way more creative with my sets and have fun combining elements from tunes I like."

Luciano

"The Stems are the most innovative idea for DJing because they push creativity to the next level and they push DJs and producers into a new era for dance music. We are finally to the point where it's not about playing A with B anymore, but we can take the essence of A and adding C, D and B and splitting this upside down with an absolute freedom of composition. It's time for a creative era."

MK

"Stems is just what the industry needed. It will change the way music is mixed down from a producer's standpoint. It will make producers think more about what they are actually doing when they make music for DJs to play."

Beatport

"The world of electronic music is always evolving, both culturally and technologically. Beatport is therefore proud to support the new Stems initiative as a retail partner to continue serving DJs in any format they desire." - Rich Ziade, Chief Product Officer

Juno

"Stems is a truly exciting development for DJ and live music performance. It strikes the perfect balance between simplicity and flexibility, and incredibly, it's all achieved with a universally compatible file format. We couldn't be more pleased to give Stems our full support, and look forward to adding the download option to our site in the coming months."

Traxsource

"Traxsource is 100% behind Stems and we are extremely excited by the possibilities."

Baroque Records

"We couldn't be more excited about putting together an exclusive release for this new format, just when we were all looking for the next major step forward in DJ technology, this came along! The possibilities really do seem endless, and with the open source format everyone can get involved. We feel something big on the horizon here."

Cr2 Records

"Cr2 Records will continue to support the evolution of the modern day DJ. With Cr2 Traktor Tools combined with our releases for the revolutionary Stems technology, our DJ fan base will be able to provide the ultimate in live performance."

#### Get Physical

“Remember the days when DJs had to carry very heavy reel to reel tape recorders into the club in order to make their sets special, to play around with basslines and drums and loop songs into danceable tracks? No? Well we do, and we still remember the pain of the physical implication. Hence we think Stems is a great idea to bring back that fantastic tool into the world of DJing without having to carry around these heavy machines!”

#### InFiné

“InFiné is music, art, and technology and so is the new Stem format. This is opening new creative doors for us!”

#### Kling Klong

“We are happy to provide these tools to the DJs who love to entertain with creative sets and play with the music from our artists.”

#### Mobilee Records

“It was always part of Mobilee’s mission to embrace new technologies and innovations for DJ and club culture. We learned that every generation is discovering music production and DJ performance in its very own way. Stems will be the next big thing to add new opportunities to DJs’ creativity. And the fact that it is an open format proves Native Instruments’ passion for music and technology.”

#### Modeselektor (Monkeytown Records & 50 Weapons)

“Hi-hat in, hi-hat out, ride in, kick in, clap in, everything out... Being able to break down all tracks to your favorite elements will bring loads of fun!”

#### Noir Music

“Once you see, hear, feel, and try it... It’s AWESOME!”

#### Rejected

“Stem files offer DJs the creative freedom to control different elements of a track, blurring the lines between DJ and live sets. We are happy to be part of this exciting new concept with our labels GREEN and Rejected.”

#### Toolroom

“We have always encouraged the evolution of DJing, providing an expanding market with the musical tools it demands to make a DJ set reflect an individual’s sound. For us, DJing has always been about owning a sound and style. From the early Hip Hop years of looping the break on 2 decks to Richie Hawtin’s Closer To The Edit album, the idea of creative manipulation has always driven our scene forward. We are once again pleased to be working on a project that allows for this to happen.”

## **Labels who are officially supporting Stems**

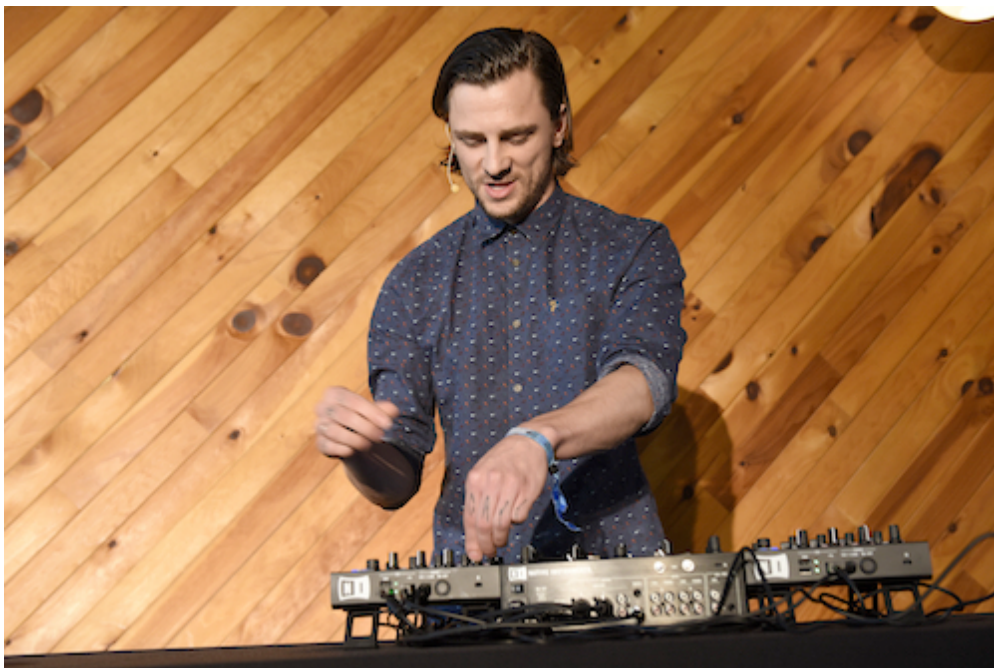
Baroque Records  
Beatport  
Cr2 Records  
Get Physical  
Green  
Herzblut Recordings  
Hypercolour  
InFiné  
Junodownload  
Kling Klong  
Mobilee Records  
Monaberry  
Monkeytown Records  
Noir Music  
Rejected  
Toolroom Records  
Traxsource  
50 Weapons



Mate Galic (Native Instruments)



Jason Bentley (KCRW)



Eric Goldstein (Native Instruments)





L to R: David Morgan (Juno), Luciano, Brian Tappert (Traxsource), DJ Craze, Jason Bentley KCRW), Mate Galic (Native Instruments)

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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 offices in Berlin, Los Angeles, Tokyo, Shenzhen, and London and works closely with more than 40 international distribution partners to ensure its future growth and success.