

Press release – for release on August 16th, 2010

Native Instruments Announces TRAKTOR KONTROL S4

Integrated DJ system combines advanced hardware with powerful new TRAKTOR software to provide a new level of functionality and control

Berlin, August 16th, 2010 – Native Instruments today announced TRAKTOR KONTROL S4, an integrated DJ system with state-of-the-art performance capabilities and intuitive tactile control. Based on ten years of digital DJing expertise, TRAKTOR KONTROL S4 combines a special version of the TRAKTOR PRO software with an advanced hardware controller, both developed in unison to give DJs of all genres unparalleled creative possibilities with supreme work flow and ease-of-use.

TRAKTOR KONTROL S4 represents a new level of software and hardware integration that makes DJing more versatile, more intuitive and more fun. The full-featured controller combines a four-channel mixer section with ergonomically laid-out high-quality control elements and an integrated audio interface, all designed to professional specifications. All relevant functions including looping, cueing, effects control and track browsing are immediately accessible on the robust and portable hardware, while dynamic multi-color backlighting, LED status displays and comprehensive level metering allow DJs to focus on their performance rather than on the computer screen.

The included TRAKTOR PRO S4 software offers the full feature set of TRAKTOR PRO, further expanded through powerful new performance functions and an optimized user interface that offers superior usability under all conditions. Two flexible Sample Decks can add up to eight simultaneous one-shot samples or beat-synced loops to the mix, opening up creative remixing and mash-up possibilities that go far beyond conventional DJing techniques. The unique Loop Recorder also allows DJs to capture and overdub audio loops from the live mix, cue signal or an external input on the fly, and drop them back into the mix at any time.

The dual touch-sensitive jog wheels on the KONTROL S4 hardware offer extremely precise and responsive deck control due to a new patent-pending electromagnetic technology, complemented through Native Instruments' high-resolution NHL protocol that provides superior performance over conventional MIDI. The integrated low-latency 24bit/96kHz audio interface is based on the acclaimed AUDIO 4 DJ, and provides professional signal quality to match the most high-profile club systems. External time-code control via turntables and CD decks will be enabled through a future software upgrade. To accommodate touring DJs, a professional flightcase that doubles as an adjustable performance stand will also be available as an accessory for TRAKTOR KONTROL S4.

Pricing and availability

TRAKTOR KONTROL S4 will be available this winter for a suggested retail price of \$999 / 899 EUR. The TRAKTOR KONTROL Case will be available at the same time for \$189 / 169 EUR.

Further product information and press material

Additional information on TRAKTOR KONTROL S4 is available at

www.native-instruments.com/traktor-kontrol-s4

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 performance. 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 producers, musicians and DJs. The company currently employs more than 200 people in its two offices in Berlin and Los Angeles, and works closely with more than 40 international distribution partners to ensure its future growth and success.