

Native Instruments announces TRAKTOR KONTROL S8 all-in-one DJ system

New flagship all-in-one TRAKTOR controller delivers unparalleled hardware and software integration and introduces a new standard in DJ performance

Berlin, October 13, 2014 – Native Instruments today officially announced TRAKTOR KONTROL S8 – a new all-in-one DJ controller designed for state-of-the-art TRAKTOR PRO 2 control. Offering DJs an entirely new performance dynamic, TRAKTOR KONTROL S8 is a breakthrough innovation built on the desire to bring the sole focus of digital DJs back towards the crowd and away from the laptop – accomplishing this through new and inspiring technology.

TRAKTOR KONTROL S8's full color displays and touch-sensitive hardware controls uniquely fuse with enhanced track decks, a 4-channel standalone mixer, and the flagship TRAKTOR software – creating a fluid, multisensory DJ experience. Available online and at retailers worldwide on October 30, 2014, the advanced DJ controller signals a milestone in Native Instruments' vision of the future of DJing.

A video showing what TRAKTOR KONTROL S8 can do is available at:
http://youtu.be/JBNt9feV_XM

Additional information on TRAKTOR KONTROL S8 is available at:
www.native-instruments.com/s8

Pricing and availability

TRAKTOR KONTROL S8 will be available for \$1199 / 1199 € at the NI Online Shop and at local retailers on October 30, 2014.

Preorder is also available.

Further product information

Integral to bringing TRAKTOR KONTROL S8's touch-and-see workflow to life are two high-resolution displays that respond to touch-sensitive knobs. Tracks appear on the displays as stunningly crisp vector waveforms while an array of key views and pop-up panels instantly activate when the corresponding control is touched. The Browse Knob for example, triggers the Browse View for track selection directly from the controller. When activated by performance knobs, Performance Panels appear over track waveforms to view and modify BPM, key, filter, or individual effect values. The FX Panel reveals current parameters of up to two TRAKTOR FX units when an FX knob is touched.

The deck sections on TRAKTOR KONTROL S8 were designed for enhanced Remix Decks integration and live performance features that extend creative workflow beyond current standards and empower pro DJs to develop their own trademark sound. When the Remix Deck View is active, samples and loops all become accessible in full screen on the displays for mixing with the eight dedicated Remix Deck faders. Eight color-coded pads per deck can trigger sounds while in Remix View, juggle cue points, or rearrange a playing track in Freeze View on the fly for boundless live improvisation.

TRAKTOR KONTROL S8 also delivers increased hands-on editing functions for spontaneous track adjustments or further creativity. The Beatgrid View enables instant fine-tuning of a playing track's beatgrid when adjustment is needed. Enhanced Remix Decks workflow allows live capturing of loops from a running deck for instant sampling. And two LED-guided touch strips provide motion-sensitive pitch bending, track seeking, vinyl scratch emulation, and keep track of phase in dark environments.

TRAKTOR KONTROL S8 not only raises the bar in DJ performance features, but also integrates a comprehensive 24-bit/48kHz audio interface designed for expansive connectivity. Four analog RCA inputs with phono and mic preamps allow connection of turntables, CDJs or other analog gear. XLR and RCA master output and a ¼ inch booth output provide versatile connectivity with any sound system. And MIDI In/Out allows external gear like MASCHINE to sync with TRAKTOR via MIDI clock.

Adding to its workflow innovations, the S8 boasts a mixer section with enhanced pro features. Four mixer channels can also work in stand-alone mode when TRAKTOR Mode buttons are deactivated – making DJ switchovers or mixed analog/TRAKTOR SCRATCH usage possible with the touch of one button. The fader section debuts unique wear-resistant faders, which prevents debris from damaging the fader's carbon strips – prolonging fader life, and maintaining proper function at all times.

Fueling the technology behind TRAKTOR KONTROL S8 is the included TRAKTOR SCRATCH PRO 2* software. An innovation in and of itself, TRAKTOR PRO is the award winning DJ software used by countless professionals. Four software decks, over 30 studio-grade effects, and powerful advanced features for creative looping and cueing have provided DJs all over the world with inspiring and customizable DJ possibilities.

Additional press material

The video introducing TRAKTOR KONTROL S8 to top DJs in Ibiza is available at:

http://youtu.be/Z_RYBOerQgo

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 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.

**TRAKTOR SCRATCH timecode media not included, available separately.*