

Native Instruments presents exclusive TRAKTOR X live stream event with Carl Craig and friends

On August 27, Native Instruments presents a live broadcast inspired by innovative technology in electronic music

Berlin, August 26, 2014 – Native Instruments today announces a special live stream event taking place on August 27 featuring Detroit visionary Carl Craig and internationally renowned TRAKTOR DJs. Committed to pushing technological boundaries to inspire new creative avenues for artists and DJs, Native Instruments will deliver an exclusive evening inspired by the role technological innovation plays in electronic music.

Grammy-nominated electronic musician Carl Craig and Native Instruments have collaborated to provide viewers with exclusive performances, together with luminary techno DJs Luciano and Davide Squillace. This event will offer a one-time-only window into the soul of electronic music culture.

The broadcast goes live on August 27 at 9:00 PM CEST* on BE-AT.TV here: <http://www.be-at.tv/brands/native-instruments-traktor-x/traktor-x-carl-craig>

*08:00 PM London / 03:00 PM New York / 12:00 PM Los Angeles / 09:00 PM Berlin

A teaser video is available at:

<https://www.facebook.com/photo.php?v=10152629043572528>

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 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.