

Native Instruments launches TWICE AS NICE MASCHINE Expansion special

For one week only, with every MASCHINE Expansion purchase, a second comes free

Berlin, July 21, 2014. Native Instruments today launched the TWICE AS NICE time-limited sales special, offering beat makers a free MASCHINE Expansion of their choice for every Expansion purchased at the NI Online Shop. The special offer runs for one week only, finishing on July 28, 2014. All MASCHINE Expansions in the series except the recently released ARCANE ATTIC and CIRCUIT HALO are included in the offer.

MASCHINE Expansions each contain a stylized range of expertly designed kits, instruments, sounds, and patterns for use with the entire range of MASCHINE hardware – often with exclusive presets for MASSIVE, REAKTOR PRISM, and MASCHINE 2 software's Drum Synths. Many MASCHINE Expansions were created in close partnership with high-profile sound designers or renowned artists such as Steve Lawler, Amp Fiddler, and Dae One.

Designed for a wide range of contemporary production styles, MASCHINE Expansions allow beat makers to explore, mix, and tweak new sounds to fit their own style. Each MASCHINE Expansion focuses on a particular genre or concept. Expansions such as LAZER DICE and LUCID MISSION dive deep into the new sounds of future bass and EDM, while GREY FORGE, STATIC FRICTION, and RAW VOLTAGE each offer distinct flavors of techno and electronica. MARBLE RIMS, CONANT GARDENS, VINTAGE HEAT, and TRUE SCHOOL all offer sounds for creating stylized hip hop and urban rhythms. These and many more illustrate the diversity of the ever-expanding series of MASCHINE Expansions.

Pricing and availability

MASCHINE Expansions are priced at \$ 49 / 49 € / ¥ 4,800 / £ 44 / AU\$ 79 and available at the NI Online Shop. Until July 28, 2014, purchase of one MASCHINE Expansion grants a second Expansion free.

Further product information and press material

More on the time-limited TWICE AS NICE special is available at:
www.native-instruments.com/twiceasnice

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.

MASSIVE was designed and developed entirely by Native Instruments GmbH. Solely the name Massive is a registered trademark of Massive Audio Inc., USA.

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