

Native Instruments releases video feature on Drake producer Noah '40' Shebib

Grammy-winning producer 40 reveals his studio and workflow

Berlin, March 16, 2016 – Native Instruments today released a new video feature on Noah '40' Shebib – the Grammy-winning producer behind the sound of Drake's innovative productions. In the video, he talks about building his Toronto studio with workflow in mind, shares insights into his production techniques, and explains how MASCHINE and KOMplete KONTROL fit perfectly into his philosophy of delivering maximum artistic authenticity through simplicity.

40 has built a studio centered on direct creative output, creating a central hub for Toronto's producer community. Once artists and producers install the necessary software on their laptops, they gain access to the studio's full complement of equipment, including full MASCHINE and KOMplete KONTROL production systems, by connecting just one cable. The studio has also become the home for Toronto's new generation of producers including Nineteen85 (Hotline Bling) and Majid Jordan.

In the video, 40 explains how he uses MASCHINE and KOMplete KONTROL at every stage of production. When starting a project in MASCHINE, he creates basic harmonic and melodic elements of the track on a KOMplete KONTROL S-Series keyboard to a metronome. Once he's added a basic drum groove to this structure, he tests beats using different sounding drums by cycling through drum kits in the MASCHINE library directly from the hardware. He then tailors his sound directly from his MASCHINE hardware by recording automation from the wide range of the included effects in MASCHINE. 40 also uses the Drag and Drop feature in MASCHINE to record new sounds and drop them straight into an arrangement, adding a sonic signature that makes a record's close interesting for the listener.

Although 40 is known for creating the Drake sound, his expertise can also be heard on tracks from Beyonce, Lil Wayne, Alicia Keys, Action Bronson, and Jamie Foxx. A comprehensive playlist demonstrating his wide production credits is available on Spotify.

Further information and press material

The 40 artist feature video is available at:
<https://youtu.be/cl23qnQQ3J0>

A playlist comprising some of 40's biggest hits is available at:
<https://open.spotify.com/user/nativeinstruments/playlist/1jFsikQJnOmZ7nvL9q54bs>

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.