

## **Native Instruments Introduces iMASCHINE**

**New iOS app brings intuitive groove creation to the iPhone and iPod touch platform; integrates with computer-based MASCHINE system**

Berlin, October 7th, 2011 – Native Instruments has just introduced iMASCHINE, an intuitive groove creation app for iPhone and iPod touch. With four flexible tracks, real-time sampling and loop recording, a range of classic drum machine features, high-quality effects and an expandable arsenal of studio-grade drum and instrument sounds, iMASCHINE allows users to conveniently sketch out distinctive, hard-hitting grooves on the go. Grooves can be easily exported to a computer, uploaded to SoundCloud, or even transferred into the full-featured MASCHINE groove production system for detailed editing and arrangement.

iMASCHINE complements the acclaimed computer-based MASCHINE range with a mobile component, and distils Native Instruments' profound expertise in sequencing, sampling, audio processing and sound design into the company's first app for iPhone and iPod touch. iMASCHINE takes an especially musical and seamless approach to groove creation, with all areas of the interface carefully designed and optimized for intuitive and efficient touch-screen operation. Each of the four tracks can be switched between a 16-pad matrix for drums, a highly playable dual octave keyboard for instruments, and a loop sampler that can record audio from the built-in microphone in sync with the beat. The live-mode sequencer in iMASCHINE automatically detects and adjusts the loop length of any recording, allowing all four tracks to come together seamlessly and naturally into one cohesive groove.

iMASCHINE comes with a versatile range of distinctive drum kits that cater to a wide range of electronic music styles, complemented with studio-quality lead, bass and keyboard sounds, all derived from the professional MASCHINE sound library. The sonic arsenal can be easily extended by sampling sounds directly through the microphone on iPhone or iPod touch, by importing individual samples from a computer, and through in-app purchase of dedicated iMASCHINE sound expansions available through In-App Purchase on the App Store, with 'Vintage Heat', 'Transistor Punch', and 'Swagg City' already available at release.

### **Pricing and availability**

iMASCHINE is available for \$4.99 / € 3,99 from the App Store on iPhone or iPod touch or at

<http://itunes.apple.com/en/app/imaschine/id400432594?mt=8>

## **Further product information and press material**

Additional information on is available at

[www.native-instruments.com/imaschine](http://www.native-instruments.com/imaschine)

A digital press kit including picture material is available at

[www.native-instruments.com/press.info](http://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 around 250 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.