



Press release – for immediate release

Richie Hawtin on club tour with Twitter-enabled TRAKTOR PRO setup

DJ software combined with special application developed by Minus submits performance track list to Twitter in real-time

Berlin, April 30th, 2009 – Pioneering DJ and producer Richie Hawtin has just started a new tour with a Twitter-enabled TRAKTOR setup, which will display the tracklists of his sets online in real-time as he plays them in the club.

This innovative setup is based on a custom Twitter application developed by Richie Hawtin's label Minus, which uploads the song metadata fed to it through the Internet broadcasting function of the TRAKTOR PRO software. Track details will automatically be posted to Richie Hawtin's Twitter channel every 30 seconds, allowing everyone to follow the tracklist of his performance, and providing exposure to the artists and labels whose music is being played.

The technological collaboration with Minus has inspired several improvements to the broadcasting features of TRAKTOR PRO, which will be made available through the upcoming free version 1.2 software update. Minus is also planning to release its Twitter application to the public in the near future, which will allow all TRAKTOR users to take advantage of the Twitter live broadcasting feature.

Richie Hawtin's Twitter channel is at <http://twitter.com/rhawtin>

The Native Instruments Twitter channel is at http://twitter.com/NI_News

Press Contact Minus

Mikhail Schemm

E-Mail: pr@m-nus.com

Phone: +49 30 405 040 3-55

Press Contact Native Instruments

Florian Grote

Public Relations Manager

E-Mail: florian.grote@native-instruments.com

Phone: +49 (0)30 - 61 10 35 - 1543

About Native Instruments

Native Instruments is the pioneer and market leader in the field of software instruments, and one of the key players in the market of computer-based audio production technology. The company's mission is to develop outstanding musical tools for all 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 the Instruments, Guitar and DJ markets, designed and developed by three corresponding divisions within the company. Native Instruments currently employs more than 150 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.