

Press release – for immediate release

Native Instruments announces TRAKTOR PRO and TRAKTOR SCRATCH PRO

Major revision of the leading digital DJ solutions focuses on performance and workflow; offers powerful effects and control features

Berlin, October 16th, 2008 – Native Instruments today announced TRAKTOR PRO and TRAKTOR SCRATCH PRO, the next versions of its groundbreaking digital DJ solutions with MIDI and time-code control. Based on years of software evolution, the latest TRAKTOR generation offers superior creative workflow, an extremely functional user interface, powerful sound shaping features, advanced syncing and control functions, and much more. TRAKTOR PRO and TRAKTOR SCRATCH PRO were designed with a strong focus on efficiency and ease-of-use, making them outstanding performance tools for DJs of all styles and experience levels.

With computer-based DJing solutions finally established as a standard, TRAKTOR PRO and TRAKTOR SCRATCH PRO now set the new benchmark in professional DJ technology. With four full-featured decks and extensive sound shaping and MIDI control options, TRAKTOR PRO strengthens its position as the leading DJ software, ready to be complemented with the huge available range of DJ controllers on the market. The new TRAKTOR SCRATCH PRO combines the full-featured TRAKTOR PRO software with the acclaimed AUDIO 8 DJ interface and a set of high-resolution time-code records and CDs for extremely responsive hands-on control through turntables and CD decks.

TRAKTOR PRO introduces a new, highly optimized GUI that combines forward-thinking software interface design with familiar and highly efficient workflows established by popular DJ hardware. The concise, completely scalable screen layout with clear, high-contrast elements results in an interface that is highly convenient to work with under all conditions. All crucial performance functions like cueing and looping have been revised and refined in TRAKTOR PRO for fast and intuitive handling in a performance situation, while extensive cover artwork support including the innovative “Crate Flick” feature allows DJs to visually browse their music library in a new and especially efficient way.

Advanced syncing functions in TRAKTOR PRO give DJs more time to focus on the creative aspects of their performance. Precise beat grids are now created automatically for all tracks, and the “Sync Lock” function makes sure that even multiple decks and tempo-synced effects never drift out of sync. New “quantized navigation” also allows DJs to seamlessly jump between loops, cue points or any other part of a track without missing a beat, offering huge potential for the spontaneous rearranging of entire tracks, beatjuggling and similar techniques.

TRAKTOR PRO also opens up vast new possibilities for creative sound manipulation, with a powerful performance effects section that is both extremely versatile and highly accessible. Two separate multi-effect units offer more than twenty studio-quality algorithms, from a full range of standard DJ effects to a wide selection of unusual effect types like “Mulholland Drive”, “Iceverb” and “Reverse Grain” that can easily add a unique sonic twist to every set. Up to six effects can be chained and freely assigned to any number of decks at any time, and can be effortlessly synced to tempo in all circumstances.

To give DJs the maximum level of control over their performance, TRAKTOR PRO offers state-of-the-art MIDI controller integration, and comes with mappings for all relevant DJ controllers on the market. New “MIDI modifier” functionality provides even finer performance control, allowing for dynamic and multi-layered knob and fader assignments, on-the-fly adjustments of parameter resolution and much more. Furthermore, new extended MIDI sync features make it easy to seamlessly integrate outboard gear like drum machines and software sequencers into the mix.

With the new generation of TRAKTOR, the integration with the leading dance music download store Beatport will also be taken to the next level. Starting in 2009, all new releases on Beatport will come with TRAKTOR metadata, enabling DJs to add newly purchased tracks to their collection without any additional preparation time.

Further improvements in TRAKTOR PRO and TRAKTOR SCRATCH PRO include incremental track search, portable collection and setting files, dedicated key correction and filter sections for each deck, an included library of loops, FX sounds and scratch files as well as full compatibility with the latest 64-bit Mac OS X and Windows operating systems.

On the occasion, Native Instruments is also launching a series of videos that feature Hip Hop legend Grandmaster Flash and techno icon Richie Hawtin in conversations about their personal perspectives on music, DJing and technology. The first episodes are available now on the dedicated TRAKTOR PRO microsite, with further installments scheduled for release in the coming weeks.

Pricing and availability

Starting November 1st, TRAKTOR PRO will be available for a suggested retail price of \$229 / 199 € at authorized dealers and in the NI Online Shop, with TRAKTOR SCRATCH PRO priced at \$669 / 599 €.

Software updates will be available for owners of TRAKTOR 3 (\$119 / 99 €) and TRAKTOR SCRATCH (\$99 / 79 €). Customers who own both TRAKTOR SCRATCH and TRAKTOR 3 will receive a free software update to TRAKTOR PRO.

Further product information and press material

Additional information on TRAKTOR PRO and TRAKTOR SCRATCH PRO is available at www.listentopro.com

A digital press kit including picture material is available at www.native-instruments.com/press.info

International Press Contact

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.