

Press release – for immediate release

Native Instruments releases URBAN ARSENAL

New KORE SOUNDPACK provides affordable studio-quality production toolkit for contemporary hip-hop and similar music styles

Berlin, July 1st, 2008 – Native Instruments today released URBAN ARSENAL, a powerful collection of production-ready sound material for contemporary hip-hop and similar music styles. Created in collaboration with established urban music producers and sound designers, the latest entry in the KORE SOUNDPACK range provides a versatile assortment of professional hip-hop grooves, drum kits and instrument sounds for use in KORE 2 and the free KORE PLAYER software instrument.

At the heart of URBAN ARSENAL is a comprehensive collection of authentic hip-hop grooves and drum kits, which can be easily tweaked and transformed through the innovative sound shaping and control features of the KORE platform, providing sonic flexibility far beyond conventional sample libraries. Over 1,000 sampled drum sounds form the basis for 40 groove sets and 32 drum kits, including an exclusive “human beatbox” kit from beatboxing champion Mando. With over 15,000 overall groove variations, a powerful “Instant Remix” function and many other creative features, URBAN ARSENAL makes it easy to create the sonic foundation for contemporary hip-hop tracks, offering all the features and resources for both intricate beat programming and an intuitive construction-kit approach.

The groove material of URBAN ARSENAL is complemented by 50 sample-based instrument sounds that use the KONTAKT engine integrated in KORE, offering an assortment of typical brass, strings, bass and leads sounds as well as a collection of mini-scratches. Additionally, the sound pack includes 70 new synthesizer sounds that take advantage of the integrated engine of the powerful MASSIVE synthesizer, with a range of inspiring leads, sub basses, pads, bells and mallets specifically designed for urban music styles. All instrument sounds can be adjusted, tweaked and even morphed using the intuitive macro controls and Sound Variation features of KORE 2 and KORE PLAYER.

For maximum sonic impact, many sounds in URBAN ARSENAL have also been specially processed and pre-mastered using a range of premium outboard gear, including various classic compressors, EQs and tape reel machines. Selected instrument sounds have even undergone a sophisticated “dubplate resampling” process in the famous “Dubplates & Mastering” vinyl mastering studios in Berlin for authentic vinyl feel.

Pricing and availability

URBAN ARSENAL is available for download purchase in the NI Online Shop for a suggested retail price of \$119 / 99 €.

Further product information and press material

Additional information URBAN ARSENAL is available at
www.native-instruments.com/urbanarsenal.info

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 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.