

Native Instruments celebrates ten years of MASCHINE

A super-limited Flame Orange MASCHINE Mk3, artist features, engineering stories, and a special YouTube creator meetup in Berlin are just a few of the ways that Native is celebrating – with more over the coming weeks

August 15, 2019, Berlin – Native Instruments kicks off its ten years of MASCHINE celebrations.

2019 marks a decade of Native's flagship beat-making and pro-production instrument MASCHINE. Launched in 2009, MASCHINE's first incarnation represented a breakthrough in hybrid hardware/software technology by uniting the intuitive workflow and immersive feel of classic sampler/grooveboxes with the power and flexibility of computers.

Over the last ten years, hip hop and electronic music communities around the globe have embraced its speedy creative potential, with influential producers like 40, Che Pope, and Kaytranada relying on MASCHINE for the heavy lifting behind their hits. A steady stream of innovative updates to both software and hardware has seen MASCHINE evolve into the modern, powerful instrument it is today – with fresh updates continuing to keep producers on the cutting-edge. It's been a remarkable 10 years for MASCHINE, and Native has cataloged this milestone in TIME MASCHINE – a scrapbook recap of the last decade.

To mark the occasion, Native is releasing an ultra-limited edition Flame Orange MASCHINE. A throwback to the original glowing orange pads of MASCHINE Mk1, only 100 units will exist worldwide. Details of how to get it will be revealed very soon and those eager to get their hands on it can sign up now to be the first in line.

Native is catching up with some of its favorite artists in a series of cultural pieces celebrating ten years of MASCHINE. For the first installment, producer, professor, and self-proclaimed culture keeper 9th Wonder (Kendrick Lamar, Mary J. Blige, Jay Z, and Drake) reflects on his illustrious career and what makes him one of the most energetic, inspiring, and continuously influential producers in the game.

Just as important as the artists using MASCHINE, are the people at Native who made it. That's why Native is shining the spotlight on its own engineers in a series of in-depth interviews telling the stories of the people behind some of MASCHINE's best features. The first two Engineering Artistry pieces trace the stories of MASCHINE'S reverb and vintage sampler modes, through the profoundly passionate and skilled people that created them.

On August 19-24, Native is inviting some of its favorite YouTube creators from around the world for Creator Base '19 – the ultimate music-making get together in Berlin. Fourteen creators including Pat Ryan, Courtney Hawkins, and will descend on the German capital for five days of creation, collaboration, and music-making antics.

From special birthday freebies to lifting the lid of the future of the MASCHINE software – there'll be lots more revealed in the coming weeks. For everything on ten years of MASCHINE, head to: <http://www.native-instruments.com/10yearsmaschine>

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About Native Instruments

Native Instruments is the industry leader in innovative software, hardware, and digital services for music creation, production, and DJing. Founded in 1996, the company pioneered the application of real-time sound synthesis on standard computers.

Today, NI caters to producers, performers, and DJs with a comprehensive ecosystem of connected hardware and software systems: KOMLETE, the industry-leading collection of virtual instruments and effects, complemented by a range of keyboard controllers and audio interfaces; MASCHINE, a powerful range of beat-making instruments now at the heart of hip-hop and electronic music communities; and TRAKTOR, the first DJ software to conquer the club, and now a range of integrated controllers that power house parties, club booths, and the world's biggest stages.

In 2018, Native Instruments launched Sounds.com, a market-leading online subscription platform for loops and samples that also creates new revenue and promotion opportunities for individuals, brands, and business across the music industry. Along with recent acquisitions of Metapop and The Loop Loft, these three online platforms further enhance NI's ecosystem for music creation and community.

Based in the heart of the German capital's creative hub, the company currently employs more than 500 people in its seven offices in Berlin, Los Angeles, Tokyo, London, Toronto, Paris, and Shenzhen, and works closely with more than 40 international distribution partners to ensure its future growth and success.