

Native Instruments introduces DRUMLAB

New drum instrument delivers the professionals' secret drum production technique in an easy-to-use interface

Berlin, August 5, 2013 – Native Instruments today released DRUMLAB, a first-of-its-kind instrument combining advanced drum layering techniques with an intuitive workflow designed for fast results. DRUMLAB's combination of acoustic and electronic drum samples is the secret of professionals worldwide – a powerful production technique for creating punchy, present drum tracks. An included groove library provides over 900 patterns for fast groove production with uncompromising sound quality. DRUMLAB is available now from the NI Online Shop for \$99 / 99 € / ¥ 9800.

DRUMLAB combines the organic, expressive sound of acoustic drums with the weight and punch of electronic samples. This 'hybrid' layering technique is the secret weapon of countless industry professionals to give drums presence and clarity in sonically dense mixes. DRUMLAB's acoustic layer comprises 38 carefully chosen individual drums. Each was recorded in three different rooms with high-end vintage and modern equipment on analog tape. The drums are pre-processed for instant, professional sound and feature all the warmth and subtly acoustic drums bring to top-quality recordings. What sets DRUMLAB apart from other software-based drum instruments is its electronic component: 380 drum hits were sampled from a range of classic and modern drum machines, then expertly matched, phase aligned, faded, and pitched to perfectly blend with the acoustic samples. This crucial step saves producers hours of time, allowing them to focus on their music.

DRUMLAB's clear interface provides all necessary sound shaping controls directly on the front panel. Producers can choose individual acoustic and electronic layers, blend them to taste via a convenient slider, and quickly adjust fine details with some of Native Instruments' most sought-after studio effects. A streamlined set of controls for TRANSIENT MASTER, SOLID EQ, G COMP, an optimized drum compressor, and a rich convolution reverb are all located on DRUMLAB's main panel, allowing quick and easy sonic adjustments. Users can dial in a variety of sounds from detailed and rich to saturated and gritty without spending unnecessary time switching through multiple page menus or negotiating complex effect parameters. This creates an intuitive way to create completely individual drum sounds.

Alongside its extensive sound shaping possibilities, DRUMLAB also delivers authentic performances. A new set of patterns were recorded by a professional drummer, then converted to MIDI files and arranged by genre in DRUMLAB's groove library. Users can quickly drag-and-drop these patterns into their sessions, accelerating production time without sacrificing human feel. A unique visual display lets producers see where grooves line up in their tracks for added visual reference when creating beats.

Pricing and availability

DRUMLAB is available from the NI Online Shop for \$99 / 99 € / ¥ 9800.

Further product information and press material

Additional information on DRUMLAB is available at:
www.native-instruments.com/drumlab

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 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 over 350 people in its four offices in Berlin, Los Angeles, Tokyo and Shenzhen and works closely with more than 40 international distribution partners to ensure its future growth and success.