

## **Native Instruments hosts Google's Eric Schmidt for a talk about 'disruptive technology'**

Berlin, October 15, 2014 – As part of his visit to the German capital, Google's Executive Chairman Eric Schmidt stopped by the global headquarters of Native Instruments on Monday evening for a special event. In front of an audience of entrepreneurs, students and journalists, Eric Schmidt gave a speech about innovation, market disruption and the future of the Internet.

In his speech, Eric Schmidt acknowledged the unique appeal of Berlin as a hotbed of both technological and cultural innovation. Explaining why he had chosen the NI offices to present his thoughts, he referred to the shared mindset of both companies, and their similar approach in their respective industries. Acknowledging Native Instruments' track record for innovation, Eric Schmidt stated that the company's fusion of music and software "has revolutionized an industry", from which "a whole new genre of music has emerged." In turn, Daniel Haver in his welcome note recognized Google as "having created, more than nearly any other company, innovations that have profoundly changed everyone's daily lives", and that it was this same transformative vision that Native Instruments has always aspired to within the music technology domain.

Eric Schmidt also took great interest in the following first public demonstration of TRAKTOR KONTROL S8, Native Instruments' new DJ controller that represents a paradigm shift by moving away from conventional jog wheels control. The guests of the event were also privy to artist performances featuring the recently launched KOMplete KONTROL keyboard series, which unites the power of the KOMplete software instruments range in a single dedicated instrument, and on MASCHINE STUDIO, the flagship product of the immensely successful groove production line.

### **Further photography and information**

Additional photography (credit: Lars Hübner) from the event can be downloaded here:

[www.native-instruments.com/en/company/press-area](http://www.native-instruments.com/en/company/press-area)

The full transcript of Eric Schmidt's speech can be found here:

<http://googlepolicyeuropa.blogspot.be/2014/10/the-new-grundergeist.html>

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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 more than 400 people in its offices in Berlin, Los Angeles, Tokyo, Shenzhen, and London and works closely with more than 40 international distribution partners to ensure its future growth and success.