

Native Instruments releases MASCHINE Expansion HEADLAND FLOW

New MASCHINE Expansion explores the soulful sound and musical heritage of Southern hip hop.

Berlin, February 27, 2016 – Native Instruments today released HEADLAND FLOW – a new MASCHINE Expansion that fuses thick grooves from traditional drum machines with live, funky breaks, R&B-flavored instrumentation, and gritty percussion to bring Southern hip hop's musical jambalaya to MASCHINE.

A versatile toolkit, HEADLAND FLOW has been painstakingly recorded. Each vintage drum set was surrounded by over a dozen different mics all running from an analog mixing board to a stereo bus compressor, giving each hit a penetrating sound that feels like it came from vinyl itself. Legendary bass and electric guitars provide an authentic, analog vibe, while vintage keyboards add distinctively old school melodic elements. This combines an analog, R&B-flavored sound palette with the power and flexibility of MASCHINE.

Unlike its sample-driven cousins in New York and California, this regional variety of hip hop distinguishes itself with soulful keys, bluesy bass lines, and funky breaks played by live musicians on top of traditional drum machine programming. And although Houston and New Orleans helped lay the groundwork, the epicenter of the "Dirty South" was at the corner of Headland and Delowe, in the heart of Atlanta's East Point neighborhood.

HEADLAND FLOW runs in the latest MASCHINE software on the entire MASCHINE hardware family and is available exclusively at the NI Online Shop.

A compact version of HEADLAND FLOW is also available as an iMASCHINE Expansion, for sketches on the go. Tracks can be exported to MASCHINE STUDIO, MASCHINE JAM, MASCHINE, and MASCHINE MIKRO for completion.

Pricing and availability

HEADLAND FLOW is available now at the NI Online Shop for \$49 / 49 € / £44 / ¥ 6,280 / AU\$ 79 and runs in the MASCHINE 2 software.

The iMASCHINE expansion is available at the iMASCHINE in-app store for \$0.99 / 0,99 € / £0.79 / ¥ 120 / AU\$ 1.29

Further product information and press material

Additional information on HEADLAND FLOW is available at:
www.native-instruments.com/headlandflow

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

International Press Contact

Andrew Burton
International PR Manager
E-Mail: andrew.burton@native-instruments.de
Phone: +49 (0)30 - 61 10 35 – 1534

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

MASSIVE was designed and developed entirely by Native Instruments GmbH. Solely the name Massive is a registered trademark of Massive Audio Inc., USA.