

## **Native Instruments releases MASCHINE Expansion LONDON GRIT**

### **New expansion unveils collaboration with London grime artists**

Berlin, May 31, 2016 – Native Instruments today releases LONDON GRIT, a new MASCHINE Expansion that brings the sound of UK grime to MASCHINE. Packed with thunderous bass, 8-bit one-shots, and crunchy glitch and distortion effects, it captures the booming rawness of this music genre. While kits and projects from artists in the scene give musicians direct access to sounds and song breakdowns created by the scene's emerging icons.

Artists JD. Reid and Compa contributed kits using sounds and presets from their libraries. Additionally, Flowdan, JD. Reid, Ripperman, and Compa all created projects in the expansion. Mini songs, projects are patterns that musicians and producers can use as building blocks in their own tracks.

Grime started out as the edgier brother of the UK garage scene, originally springing up on pirate radio and underground Internet stations in and around London in the early 2000s. One part hip hop, one part dance music, it distills the thumping, bass-heavy sound of jungle with dancehall rhythms, breakbeats, and an 8-bit PC music aesthetic. Recently, thanks to MCs like Wiley, Stormzy, Skepta, and Dizzee Rascal increasingly in the spotlight, grime has hopped across the pond, converting more and more American listeners.

LONDON GRIT runs in the latest version of MASCHINE software on the entire MASCHINE hardware family, and is available exclusively at the NI Online Shop.

A compact version of LONDON GRIT is also available as an iMASCHINE 2 Expansion, for sketches on the go. Tracks can be exported to MASCHINE STUDIO, MASCHINE JAM, MASCHINE, and MASCHINE MIKRO for completion.

### **Pricing and availability**

LONDON GRIT 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 2 expansion is available at the iMASCHINE 2 in-app store for \$0.99 / 0,99 € / £0.79 / ¥ 120 / AU\$ 1.29

### **Further product information and press material**

Additional information on LONDON GRIT is available at:  
[www.native-instruments.com/londongrit](http://www.native-instruments.com/londongrit)

A digital press kit including picture material is available at:  
[www.native-instruments.com/press.info](http://www.native-instruments.com/press.info)

### **International Press Contact**

Andrew Burton  
International PR Manager  
E-Mail: [andrew.burton@native-instruments.de](mailto: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.