

## **Native Instruments introduces LILAC GLARE MASCHINE Expansion**

**New MASCHINE Expansion delivers the sound of melodic modern pop and R&B with a curated selection of acoustic and electronic sounds**

Berlin, June 28, 2016 – Native Instruments today introduced LILAC GLARE – a new MASCHINE Expansion featuring a collection of forward-thinking sounds and melodies designed for edgy pop and R&B productions. The rich palette of exclusive recordings was compiled from sampled acoustic and electronic studio instruments key to these genres. LILAC GLARE runs in the latest MASCHINE software on MASCHINE STUDIO, MASCHINE, or MASCHINE MIKRO and is available exclusively at the NI Online Shop. A compact version for iMASCHINE is also available via the iMASCHINE in-app store.

LILAC GLARE features a wide, yet carefully selected spectrum of classic and contemporary pop-R&B sounds with expansive drums, evocative synth leads, shimmering guitars and pianos – all characteristic of the dreamy, anthemic pop rhythms of today. The expansion comes with a large variety of licks, chords, stabs, and 211 patterns for instant, expressive creativity in the studio or in live performance with MASCHINE. And complementing the sampled sounds, 50 exclusive MASSIVE and MONARK synth presets provide the in-depth sound design possibilities to shape modern pop-R&B productions with a personal sound-signature.

A compact version of LILAC GLARE is also available as an iMASCHINE Expansion, for creating beats on the go. Tracks can be exported to MASCHINE STUDIO, MASCHINE, and MASCHINE MIKRO for completion.

### **Pricing and availability**

LILAC GLARE is available now at the NI Online Shop for \$49 / 49 € / £44 / ¥ 6,820 / AU\$ 79 and runs in the MASCHINE 2 software.

The iMASCHINE expansion is available at the iMASCHINE in-app store for \$0.99 / 0,89 € / £0.79 / ¥ 100 / AU\$ 1.29.

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

Additional information on LILAC GLARE is available at:  
[www.native-instruments.com/lilacglare](http://www.native-instruments.com/lilacglare)

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

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