

## **Native Instruments releases MASCHINE JAM production and performance system**

**New MASCHINE system brings hands-on sequencing, innovative sound design tools, and intuitive track building to the MASCHINE family – in stores today**

Berlin, September 29, 2016 – Native Instruments today released MASCHINE JAM – the unique music production system for quick, intuitive track arranging and advanced performance. MASCHINE JAM offers music makers a versatile workflow designed to swiftly capture and develop musical ideas using hands-on, multi-track step sequencing and touch-sensitive controls. With the included MASCHINE 2.5 software, MASCHINE JAM is an integrated production system, and works seamlessly with KOMPLETE, third-party plug-ins, and all popular DAWs. It can also enhance workflow when combined with other MASCHINE hardware or a KOMPLETE KONTROL S-Series keyboard. MASCHINE JAM is now available at the NI Online Shop and retailers worldwide.

Designed for exploring musical ideas, MASCHINE JAM's workflow centers on an 8x8 multicolor click-pad matrix made for advanced sequencing, experimenting with pattern and scene arrangements, and playing melodies. MASCHINE JAM also introduces innovative new ways to perform thanks to its unique functions, eight dual-touch Smart Strips, and the included MASCHINE 2.5 software and KOMPLETE 11 SELECT\* bundle. Distinctive features like Notes Mode allow for strumming melodies and chords with the Smart Strips, while the Lock function stores parameter snapshots that can be instantly recalled at any point during performance, or used for gradual 'morphed' transitions between settings for example. The Smart Strips truly shine with gestured, tactile control of MASCHINE software's eight new Perform FX units – detailed multi-effects that add expressive motion, space, dynamics, and more.

To showcase the creative possibilities MASCHINE JAM provides, a new video features MASCHINE wizard OddKidOut instantly building and performing an original track with the new MASCHINE instrument. In the video, OddKidOut steps into an LA warehouse transformed into a multimedia installation that visually reacts to his music. OddKid not only creates and performs on MASCHINE JAM, but also integrates his original MASCHINE controller into the performance to demonstrate the perfect sync and complementary workflow between MASCHINE hardware.

And as an introductory bonus for existing MASCHINE owners, two free MASCHINE Expansions chosen from a selection of 20\*\* will be awarded on registration of a MASCHINE JAM controller. This limited-time offer is available exclusively to registered MASCHINE 2 software owners as a gift for expanding their MASCHINE setup.

## Pricing and availability

MASCHINE JAM is now available for \$399 / 399 € / ¥ 49,800 / £319 / AU\$ 549 at the NI Online Shop and at local retailers.

The free MASCHINE Expansions introductory offer is only available at the NI Online Shop until December 31, 2016 for existing MASCHINE 2 software owners after registration of MASCHINE JAM hardware.

The video featuring OddKidOut's MASCHINE JAM performance is available at:

<http://www.native-instruments.com/products/maschine/production-systems/maschine-jam/?content=3601>

A series of short videos exploring MASCHINE JAM's key workflow features is available at:

<https://youtu.be/oSCtyLpB4rY?list=PLkFgg7ZvTWb2tFFFxrralbEQkbnQmadMH>

Additional information on MASCHINE JAM is available at:

[www.native-instruments.com/maschinejam](http://www.native-instruments.com/maschinejam)

A digital press kit including picture material is available at:

[www.native-instruments.com/press.info](http://www.native-instruments.com/press.info)

***\*KOMPLETE II SELECT includes: MASSIVE, REAKTOR PRISM, MONARK, THE GENTLEMAN, DRUMLAB, RETRO MACHINES MK2, VINTAGE ORGANS, DISCOVERY SERIES: WEST AFRICA, SCARBEE MARKI, SOLID BUS COMP, REPLIKA***

***\*\*MASCHINE Expansions participating in the introductory offer: LILAC GLARE, CIRCUIT HALO, ASTRAL FLUTTER, CARIBBEAN CURRENT, DROP SQUAD, GOLDEN KINGDOM, HALCYON SKY, LAZOR DICE, LONE FOREST, LUCID MISSION, MAGNATE HUSTLE, MARBLE RIMS, MOLTON VEIL, NEON DRIVE, PLATINUM BOUNCE, QUEENSBRIDGE STORY, SIERRA GROVE, SOLAR BREEZE, VELVET LOUNGE, TRUE SCHOOL***

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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.*