Native Instruments introduces MOTOR IMPACT MASCHINE Expansion

New MASCHINE Expansion provides the characteristic sound of Detroit's electronic music legacy for contemporary electronic styles.

Berlin, August 23, 2016 – Native Instruments today introduced MOTOR IMPACT – a new MASCHINE Expansion inspired by the legacy of Detroit electronic music. The expansion is aimed at producers working in techno, electro, and deep house styles, as well as anyone looking to add the textures and sounds of a legendary school of electronic music to their productions. MOTOR IMPACT 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.

MOTOR IMPACT pulls together the sound of Detroit's enduring, decade-spanning influence on electronic music. The expansion features meticulous samples of legendary analog machines including Roland 808, 909, and 707 drum machines, and the classic Juno 106 and Prophet 08 synths. Pre-mapped Group macros allow for intuitive sound shaping in the studio and during live performance. This sound set is augmented by sampled vinyl crackle, tape, and machine noise, as well as 79 exclusive MASSIVE, MONARK, and Drum Synth presets. Patterns tailored to techno, electro, and deep house styles round out the expansion's aesthetic and serve as starting points for track production.

A compact version of MOTOR IMPACT 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.

MOTOR IMPACT was produced by Fabrizio Sestito and Nicolò Papini at nichton Studio.

Pricing and availability

MOTOR IMPACT 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 MOTOR IMPACT is available at:
www.native-instruments.com/motorimpact

Additional information on nichton Studio is available at:
http://www.nichton.com/

A digital press kit including picture material is available at:
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.

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