

## **Native Instruments Introduces ELECTRIC VICE**

### **New MASCHINE Expansion for latest electro house includes custom MASSIVE presets and workflows based on the genre's performance techniques**

Berlin, December 10, 2012 – Native Instruments today introduced ELECTRIC VICE, a new MASCHINE Expansion that highlights the intricate sound of latest electro house styles, also known as complexro. Along with a full set of sounds tailored to the genre, this MASCHINE Expansion features a choke group workflow, designed for performance. ELECTRIC VICE also includes custom presets from NI's MASSIVE synthesizer now bundled free with MASCHINE software.

The kits and patterns in ELECTRIC VICE contain an array of gritty drums, powerful one-shots, and intricate patterns. A choice selection of loops created at the genre's most common tempos provides users with pre-configured sounds to enrich any production. The kits in ELECTRIC VICE include pre-produced tonal loops configured as a choke group. When users play MASCHINE's pads, these samples are cut off by the next sound triggered, effectively playing each sample smoothly in sequence. This 'choke group workflow' offers producers a simple and fun way to generate new and interesting musical ideas, allowing users to quickly create dynamic live performances.

A new set of included MASSIVE presets add another unique element to this expansion. These dynamic presets have been created by top producers to cover the full spectrum of penetrating basses, distorted leads, loops and sound effects found in hard electro house styles – all controllable directly from the hardware, using MASCHINE's top row Macro knobs.

A compact version of ELECTRIC VICE is also available for iMASCHINE – the groove sketchpad for iPhone / iPod touch.

### **Pricing and availability**

ELECTRIC VICE is available at the NI Online Shop for \$59 / 49 €.  
The iMASCHINE version is available at the in-app store for \$0.99 / 0,79 €.

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

Additional information on ELECTRIC VICE is available at:  
[www.native-instruments.com/electricvice](http://www.native-instruments.com/electricvice)

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**

Constantin Köhncke

Public Relations Manager

E-Mail: [constantin.koehncke@native-instruments.de](mailto:constantin.koehncke@native-instruments.de)

Phone: +49 (0)30 - 61 10 35 – 1600

## **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 around 300 people in its two offices in Berlin and Los Angeles, and works closely with more than 40 international distribution partners to ensure its future growth and success.