

New generation of MASCHINE now available in stores worldwide

New generation of celebrated groove production system includes major software and hardware updates, customization kits for hardware, and a sturdy performance stand

Berlin, October 1, 2012 – Native Instruments today announced that the new generation of its critically acclaimed groove production studio is now available in stores worldwide and at the NI Online Shop. As of October 1, 2012, the MASCHINE range of products have received a major overhaul with new updates to hardware and software, the addition of colored CUSTOM KITS and the MASCHINE STAND, and a free separate download for MASSIVE, available to all new and existing MASCHINE users.

The new MASCHINE hardware is now available in a choice of black or white. New backlit multicolored pads provide advanced visual orientation, and the pads have also been updated for increased sensitivity. Re-designed displays provide a wider viewing angle for increased clarity, and the surface layout has been refined by exchanging the three previously separate controls for volume, tempo and swing with one master push-encoder and 6 new buttons. The buttons now also feature multicolored backlighting and a new click action.

The free MASCHINE 1.8 software update introduces the new color-coding system to the software. Sounds, groups, patterns and projects can be assigned specific color schemes, which are reflected in the colors of the pads and buttons on the new hardware, providing instant visual feedback and improved workflow. Furthermore, the new software also includes advanced offline time stretching and pitch shifting capability as well as a range of new effects, including NI's hugely popular dynamic mixing effect Transient Master. Numerous workflow improvements such as Host Transport Control, Browser Sample Preview Mode, Auto-Write Pinning and more plus a number of new hardware shortcuts allow for faster and even more intuitive control of the software via the MASCHINE hardware. These features are available for users of both the first and the new generation of MASCHINE hardware.

Another major new addition to the 1.8 update is the inclusion of NI's critically-acclaimed synthesizer MASSIVE – an instrument renowned for its genre-defining bass and lead sounds. The full version of the synthesizer is included, adding 1,300 additional sounds to the MASCHINE library. Anyone updating to the 1.8 software will receive MASSIVE as a separate download after software registration. Previous users of MASCHINE will receive an email containing serial number and download link.

The more compact MASCHINE MIKRO hardware is now also available in black or white versions, and includes the same increased-sensitivity, multicolored pads and multicolored buttons. MASCHINE MIKRO runs on the same software as the larger MASCHINE controller, so both existing and new MASCHINE MIKRO owners also get the new features of the 1.8 software.

The new MASCHINE generation includes optional accessories. Owners of the new MASCHINE can customize their hardware with a choice of CUSTOM KITS – interchangeable faceplates and knobs in five color schemes. Applying the new magnetic faceplate is easy and takes only a few seconds – no additional tools are required. The MASCHINE CUSTOM KITS are compatible with the new MASCHINE hardware, but not the first generation MASCHINE or MASCHINE MIKRO.

The second accessory, the MASCHINE STAND, delivers an optimized viewing angle and improved production ergonomics. Designed for both studio and stage use, the stand has a rugged aluminum construction with a black anodized finish. Used on a desktop, the stand provides a secure, non-slip hold thanks to a system of rubber holding pins and rubber feet. Particularly useful on stage, the included Mounting Adapter connects the unit to standard snare drum stands, for neat integration into drum setups. The MASCHINE STAND is compatible with the new black/white hardware or first generation MASCHINE, but not MASCHINE MIKRO.

Pricing and availability

The new MASCHINE generation, including the accessories, is available now from the NI Online Shop and resellers.

Pricing:

MASCHINE \$669 / 599 EUR / 62.800 ¥

MASCHINE MIKRO \$399 / 349 EUR / 36.800 ¥

MASCHINE CUSTOM KITS \$79 / 69 EUR / 7.800 ¥

MASCHINE STAND \$79 / 69 EUR / 7.800 ¥

Further product information and press material

Additional information on the new MASCHINE generation is available at:

www.native-instruments.com/maschine

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 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.