

## **Native Instruments announces NKS effects at NAMM 2018**

### **Waves and Softube revealed as launch partners**

Berlin 25th January 2018: Native Instruments today announced availability of the first NKS-ready effects at the annual NAMM trade show in Anaheim, CA. As of Q2 2018, key effects manufacturers, including Waves, Softube, Eventide, and Sugar Bytes will adopt the Native Kontrol Standard (NKS) format, with dozens more planned for 2018. These platform partners have configured their effects plug-ins for use with KOMplete KONTROL keyboards, MASCHINE, and the KOMplete KONTROL software.

The development marks an important milestone for NKS, the industry standard paving the way for seamless integration of effects plug-ins from all manufacturers in the KOMplete KONTROL musical workflow. Musicians and producers will be able to browse, load, and control effects directly from their hardware, and create effects chains within the KOMplete KONTROL software.

"We're excited to be working with Native Instruments on this industry leap," says Mick Olesh, Waves EVP of Sales & Marketing. "In line with Waves ongoing commitment to enable the best resources for a creative workflow, tighter collaboration on a technological level means we can make it easier for people to make and produce music."

Florian Schneidmadel, VP of Products at Native Instruments added: "Our mission is to make the lives of music producers easier and help them to stay in the creative flow. With our latest extension of the NKS SDK we enable all effect developers to easily reach a huge user base and benefit from deep and seamless integration with our products."

Native Kontrol Standard (NKS) is an extended plug-in format that enables a unified creative experience across hundreds of virtual instruments – and now effects – from Native Instruments and other leading developers. It simplifies the musical workflow with universal, tag-based browsing, instant sound previews, and seamless integration with KOMplete KONTROL and MASCHINE. More than 400 instruments from over 50 leading manufacturers already support NKS.

More details about the NKS vision will be shared with media and industry peers at the 'Native Summit' partner conference, held at this year's NAMM event in Anaheim, CA, from January 25-26. If you are interested in attending, please get in touch with the Native Instruments PR team.

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

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 six offices in Berlin, Los Angeles, Tokyo, London, Paris, and Shenzhen and works closely with more than 40 international distribution partners to ensure its future growth and success.