

Native Instruments launches open file format Stems

Native Instruments announces Stems support in TRAKTOR software and hardware, and a catalog of Stems releases

Berlin, August 3, 2015 – Native Instruments today proudly launches Stems – a new multi-track audio format that introduces enhanced performance possibilities for DJs and a new paradigm for the music industry as a whole. The format has been widely embraced throughout the industry, and major online music stores are already set to release hundreds of tracks from top artists and labels in Stems format. To mark the launch of the new technology, Native Instruments is offering special pricing on TRAKTOR KONTROL S8, D2, and F1 – the first Stems-ready DJ controllers.

Developed by Native Instruments, Stems is an open file format providing the ability to freely interact with a track's four different musical elements – such as drums, bass, keys and vocals. Each stem's volume, filter, and effects settings can be controlled independently to create instant new mixes, mashups, instrumentals, a cappellas, and more. Since Stems was announced in May 2015, six major online retailers Beatport, Bleep, Juno, Traxsource, whatpeopleplay, and Wasabeat have officially begun stocking hundreds of releases from prominent artists and labels in Stems format on their respective sites. From some of 2015's biggest albums to favorite hits, the list of labels releasing in Stems format is continuously growing.

Hands-on control of Stem files is now possible with the TRAKTOR PRO 2.9 update – the first DJ software to support Stems. For TRAKTOR KONTROL S8 and D2 the Stems View provides a clear, color-coded overview of a track's four stems as stacked waveforms – granting DJs in-depth, multi-channel control over a single track. DJs with a Stems-ready controller will be able to start playing Stems right away. Three Stems tracks played by Berlin-based DJ-producer NGHT DRPS in a new performance video featuring Stems are now free to download in Stems format directly from the Native Instruments website.

To support the online community of DJs, as well as producers, developers, and industry professionals, www.stems-music.com will act as the official home for important information about playing and creating Stems. DJs can also follow the global discussion online by using and searching for the hashtag #playstems.

To celebrate the launch of Stems, Native Instruments is offering special pricing on TRAKTOR KONTROL S8, D2, and F1. The offer runs from August 3 until September 30, 2015 at the NI Online Shop and at participating music retailers.

A full list of labels, retailers, and distributors, as well quotes from artists and labels releasing music in Stems format are attached as additional press material.

Later this summer, Native Instruments will release the free Stem Creator Tool – a standalone application that opens the door for anyone to create their own Stem files.

Pricing and availability

From August 3, 2015 to September 30, 2015, the following pricing applies to Stems-ready TRAKTOR hardware at the NI Online Shop and participating retailers while stocks last:

	USD		EUR		YEN		GBP		AUD	
	Regular	Special	Regular	Special	Regular	Special	Regular	Special	Regular	Special
S8	\$1,199	\$999	1,199 €	999 €	¥ 139,800	¥ 114,800	£869	£699	AU\$1,599	AU\$1,299
D2	\$499	\$399	499 €	399 €	¥ 57,800	¥ 44,800	£369	£279	AU\$699	AU\$549
F1	\$199	\$149	199 €	149 €	¥ 24,800	¥ 18,800	£149	£109	AU\$279	AU\$199

The free TRAKTOR PRO 2.9 update is now available for download via the NI Service Center.

A full TRAKTOR PRO 2 license comes bundled with the purchase of TRAKTOR KONTROL S8 or TRAKTOR KONTROL D2. The software is provided as a download following registration of the hardware.

Further product information and press material

A video featuring NGHT DRPS performing with Stems on TRAKTOR KONTROL D2s at Watergate Club in Berlin is available at:

<https://youtu.be/xbvYXU5nbxo>

Additional information on the special offer available at:

www.native-instruments.com/playstems

A digital press kit including picture material is available at:

www.native-instruments.com/press.info

International Press Contact

Johannes Krämer
 Public Relations Manager
 E-Mail: johannes.kraemer@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 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.