

Native Instruments announces plans for a dedicated UK office

New branch office in London to provide sales, marketing and R&D functions

Berlin, August 29, 2013 – International music technology manufacturer Native Instruments is pleased to announce plans to open a UK branch in January 2014, to establish dedicated sales, marketing and R&D capacities in one of its most important markets. To be located in the vibrant London area of Shoreditch, Native Instruments UK will firmly root the company in the birthplace of pop music and hotbed of continuous artistic innovation, and complement its existing offices in the music metropolises of Berlin, Los Angeles and Tokyo.

The NI UK sales team will be formed by the experienced staff of longstanding agent 2Twenty2, led by its owner and Managing Director Stephen Parker who has looked after NI's UK distribution for over a decade. The London office will also fulfill general marketing, PR and artist relations functions, accommodating the specific audiences and scenes in the UK and Ireland.

Furthermore, Native Instruments UK will comprise a local product design and development team, which will extend the capabilities of the R&D staff in the Berlin and LA offices.

“With Native Instruments, I’ve been fortunate to represent one of the most dynamic MI brands in the UK since 2001”, says Stephen Parker, “and I am very excited to now grow the Komplete, Maschine and Traktor product lines even further from a dedicated NI branch.”

“The UK has always been a crucial sales region for us”, says Daniel Haver, “and the establishment of a full-featured office in London now represents the next step in our commitment to our British customers as well as our determination to involve local creative talent into our future product design and development process.”

Native Instruments will announce job opportunities for the London office soon via their dedicated online career center.

Further product information and press material

Additional information on Native Instruments is available at:
www.native-instruments.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 over 350 people in its four offices in Berlin, Los Angeles, Tokyo and Shenzhen and works closely with more than 40 international distribution partners to ensure its future growth and success.