NATIVE INSTRUMENTS

Native Instruments introduces VELVET LOUNGE MASCHINE Expansion

New MASCHINE Expansion delivers the luxuriously forward-thinking sound of future soul

Berlin, August 20, 2015 – Native Instruments today introduced VELVET LOUNGE – a new MASCHINE Expansion aimed at producers combining classic soul's deep musicality with the forward-thinking production of contemporary urban styles. VELVET LOUNGE runs in the latest MASCHINE 2.3 software on MASCHINE STUDIO, MASCHINE, or MASCHINE MIKRO and is available exclusively at the NI Online Shop. A compact version for iMASCHINE is also available via the iMASCHINE in-app store.

VELVET LOUNGE delivers the sultry melodies, liquid atmospheres, and future-focused rhythms of the new wave of contemporary R&B. The expansion represents the bridge between classic soul music and 21st century production techniques. The first MASCHINE Expansion for future soul and related styles, VELVET LOUNGE is for any producer searching for new sounds to stay ahead of the musical curve.

VELVET LOUNGE contains a foundation of Melodic kits featuring carefully selected sampled Rhodes, vocals, organs, polyphonic pads, guitar chords and licks. Exclusive new MASSIVE presets fill out the low end, while REAKTOR PRISM adds touches of bells in the high frequencies. SFX kits feature processed field recordings, sample guitar harmonics, and off-center sampled harps. And trap-style programming and 808 beats add a futuristic polish to an expansion dedicated to the new sound of soul.

A compact version of VELVET LOUNGE is also available as an iMASCHINE Expansion, for creating beats on the go. Tracks can be exported to MASCHINE STUDIO, MASCHINE, and MASCHINE MIKRO for completion.

Pricing and availability

VELVET LOUNGE is available now at the NI Online Shop for $49 / 49 € / £44 / ¥ 5,680 / AU$ 79 and runs in the MASCHINE 2 software.

The iMASCHINE expansion is available at the iMASCHINE in-app store for $0.99 / 0,89 € / £0.69 / ¥ 100 / AU$ 0.99.

Further product information and press material

Additional information on VELVET LOUNGE is available at:
www.native-instruments.com/velvetlounge

A digital press kit including picture material is available at:
www.native-instruments.com/press.info

NATIVE INSTRUMENTS

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.

MASSIVE was designed and developed entirely by Native Instruments GmbH. Solely the name Massive is a registered trademark of Massive Audio Inc., USA.