Native Instruments acquires loops & samples producer, The Loop Loft

Leading content library to bolster Sounds.com offering

Berlin 24th Jan – Native Instruments today announces its acquisition of The Loop Loft, a leading content library specialised in recording top musicians to make the highest quality digital content available to all music creators.

The move coincides with the launch of Sounds.com, Native Instruments' new online platform for loops, samples, and sound packs for music creators of all genres with over 500,000 sounds at launch, from more than 200 partners.

Sounds.com subscribers can access loops and samples from high calibre drumming and acoustic artists like Nate Smith, Matt Chamberlain and Omar Hakim, further diversifying the platform's content offering.

The move also sees The Loop Loft Founder, CEO and accomplished musician Ryan Gruss joining Native Instruments as Director of Products - Content, based in Los Angeles. In the new role, Ryan will create content for Sounds.com as well managing a specialized development team focused on creating new content across the NI portfolio.

Commenting on the acquisition, Ryan Gruss added: "When we learned of Native Instruments plans for Sounds.com we immediately saw an opportunity to amplify our offering to new audiences. Native Instruments' rich heritage of sound design is a musicians dream and I'm excited to get hands on and steer the development of new instruments and content in 2018."

Daniel Haver, CEO and Co-founder at Native Instruments commented: "We've always admired the authenticity and ambition of The Loop Loft; we could tell it's a service built by passionate musicians with a bold online vision. We're excited to welcome Ryan and his team to NI and anticipate increased volume, quality and diversification of content and instruments across our brands."

The Sounds.com beta launched on January 17 in the U.S. Customers can try it now with a free selection of loops and samples, or go Pro and subscribe to the full library at a special introductory price of $9.99 per month.

Simplicity and ease-of-use are central to the Sounds.com experience: All loops and samples are available to browse and preview, with no sign-up required; sounds are tagged and easily sortable by genre, key, BPM, and other attributes; and search functionality is powered by Native Instruments' own MIR (Music Information Retrieval) algorithms, which helps users find exactly what they need, when they need it.

More details about the platform's vision and progress 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.

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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.

About The Loop Loft

The Loop Loft was founded by drummer / producer / loop guru, Ryan Gruss. A boutique sample shop, The Loop Loft records the best musicians on the planet to create the highest quality loops, ReFills, Ableton Live Packs & Multitrack Sessions available anywhere.

The Loop Loft offers a range of loop collections for drums, percussion, guitar, bass, saxophone, and more. Its productions are recorded using only real musicians, not machines.