

Native Instruments introduces iMASCHINE Artist Expansions

Exclusive Artist Expansion delivers the signature sound of top DJs and producers to iMASCHINE

Berlin, September 4, 2013 – Native Instruments recently released RAW WORKS – a signature iMASCHINE Expansion created by in-demand producer Nottz. RAW WORKS is the third in a growing series of signature Artist Expansions exclusive to iMASCHINE – a complete, portable groove sketchpad for iPad and iPhone. Other Expansions in the series include sound packs from acclaimed DJ/producers Kerri Chandler and DJ Godfather. The full range of iMASCHINE Artist Expansions can be purchased in the iMASCHINE In-App store for \$0.99 / 0.89 € / ¥ 85. iMASCHINE is available at the Apple App Store for \$4.99 / 4.49 € / ¥ 450.

RAW WORKS delivers five projects and five kits of Nottz's signature sound exclusively to iMASCHINE. Renowned for his work with Busta Rhymes, Snoop Dogg, Kanye West, and J Dilla, Nottz is known for his authentic, old school production style. For this Expansion, Nottz sampled live sessions with his own musicians, then handpicked sounds from the recordings to create a set of gritty drum sounds and melodic phrases. The Expansion's deep, raw basslines were processed with Nottz's sampling expertise, delivering a key component of the producer's signature sound.

KAOZ THEORY brings the unmistakable sound of Kerri Chandler to iMASCHINE – the deep, grooving house style that has made him one of the most respected artists on the underground scene for over 20 years. The Expansion contains a total of six kits, two instruments and two full projects. The three Drum Kits are made up of dirty, analog kicks, snares, hats, and claps. A Melodic Kit provides the trademark Chandler synth chords while two Special Kits deliver basses, vocal samples, synth stabs and keys. iMASCHINE users can also access two instruments and two full iMASCHINE projects created by Chandler himself –fully-conceived musical material available only in this iMASCHINE Expansion.

DIRTY KNOCK was created by DJ Godfather – the Detroit DJ, producer, label owner, and founding father of ghetto tech/Detroit bass. The genre combines elements of techno, house, Miami bass and turntablism, and has in turn influenced juke and trap music. Four projects and five kits deliver an array of rough basslines, analog sound effects, dirty drums, high synth stabs, rumbling 808s, and tight snares true to DJ Godfather's signature sound. The additional melodic kit comprises one shot beeps and sweeps for giving tracks an added nuanced flair.

All samples provided come in uncompressed .WAV format (16-bit 44.1kHz) and have been processed and tweaked for immediate use. Tracks created with iMASCHINE Artist Expansions can also be exported to MASCHINE and MASCHINE MIKRO for additional editing and finalization.

Pricing and availability

iMASCHINE is available at the Apple App Store for \$4.99 / 4.49 € / ¥ 450.

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Further product information and press material

Additional information on RAW WORKS is available at:
www.native-instruments.com/rawworks

Additional information on KAOZ THEORY is available at:
www.native-instruments.com/kaoztheory

Additional information on DIRTY KNOCK is available at:
www.native-instruments.com/dirtyknock

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.