



# NATIVE INSTRUMENTS<sup>NI</sup>



NI is home to one of the largest communities of creators worldwide. Inclusive of every style and skill level, our users cover the full spectrum from experts to enthusiasts and from the marginal to the mainstream.



# 10M

unique page views per month

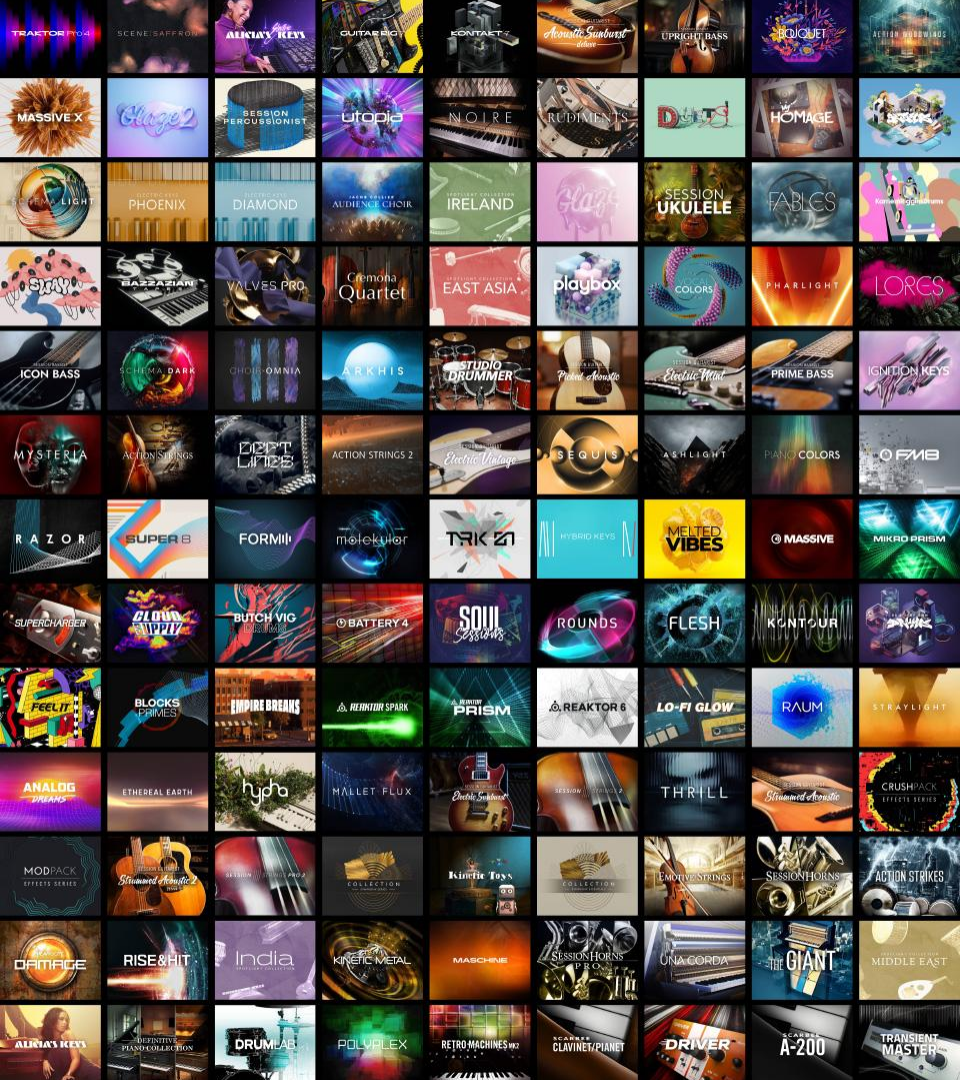
# 5M

followers on social media

# 1.2M

creators use NI products  
each month





At the heart of an extensive product ecosystem with over 600 products, today we provide innovative tools for every stage of the creative process.

Whether you're a composer, sound designer, audio engineer or DJ, whatever kind of sound you can imagine, there's a way to make it with NI.





"It's built around Complete Kontrol and Maschine. That's what this room is for. It's like a starting point"

Noah "40" Shebib with Drake

# We've partnered with music's leading lights to push the boundaries of product creation



**Jacob Collier**

We teamed up with Jacob to develop an playable library of sounds recorded from his iconic audience choir segments from his world tour, showcasing his unique approach to harmony and multi-instrumental virtuosity.



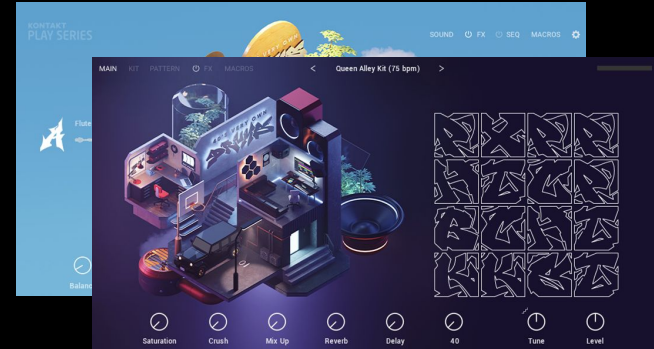
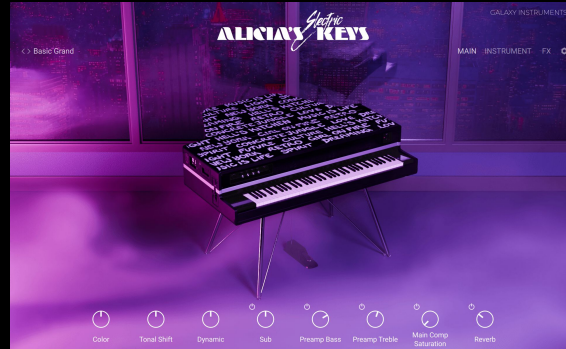
**Alicia Keys**

We worked with Alicia to capture the soulful and expressive sounds of two pianos from her personal collection that have featured on some of her biggest hits.

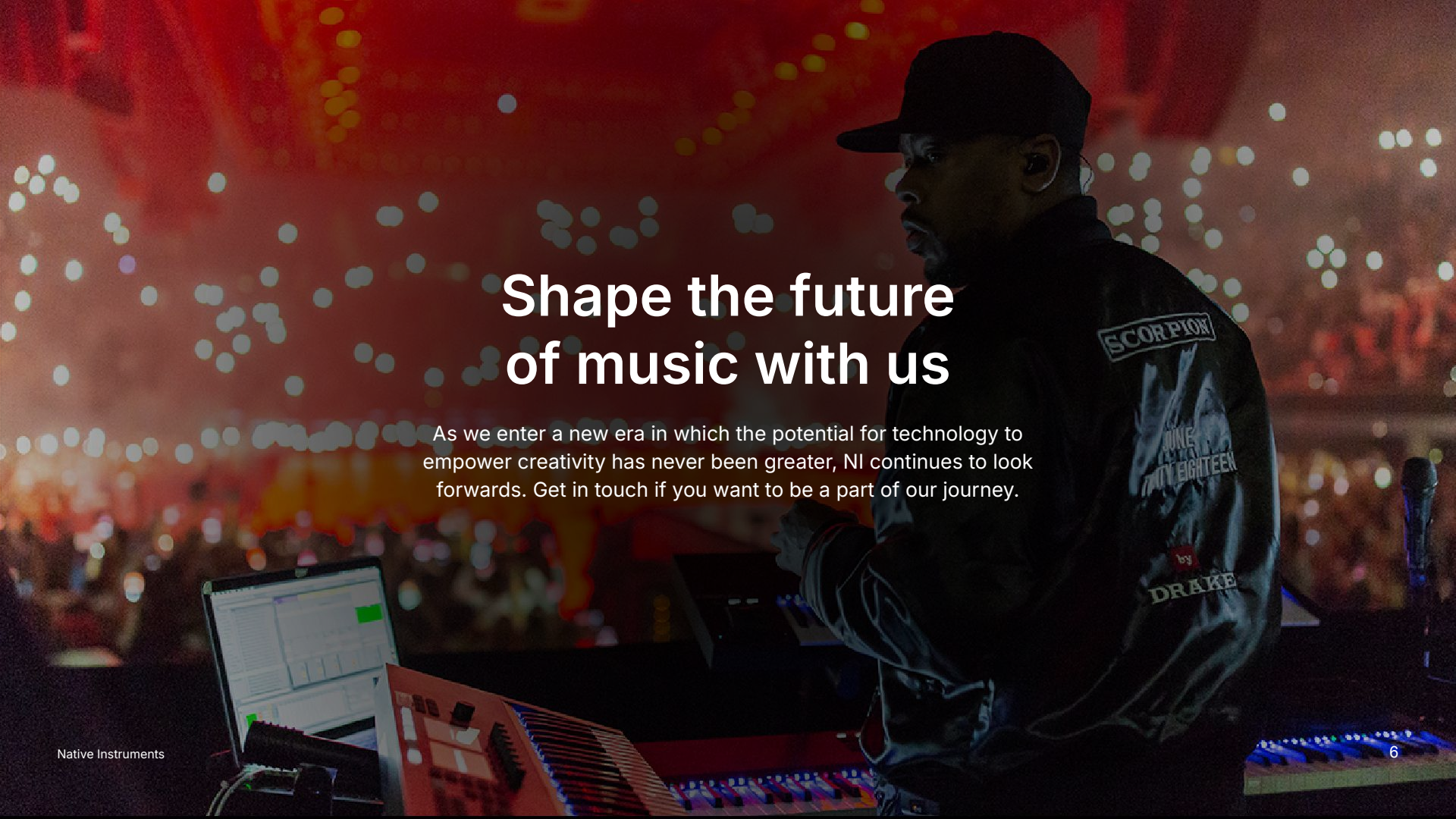


**Noah "40" Shebib**

With the OVO sound co-founder we developed two instruments with exclusive sounds and presets that reflect Noah's signature underwater sound and atmospheric production style.





A DJ is shown in profile, wearing a black cap and a jacket with patches for 'SCORPION', 'JUNE TWENTY EIGHTEEN', and 'DRAKE'. He is standing behind a DJ booth with a laptop and a mixer. The background is a blurred cityscape at night with warm, bokeh lights.

# Shape the future of music with us

As we enter a new era in which the potential for technology to empower creativity has never been greater, NI continues to look forwards. Get in touch if you want to be a part of our journey.

