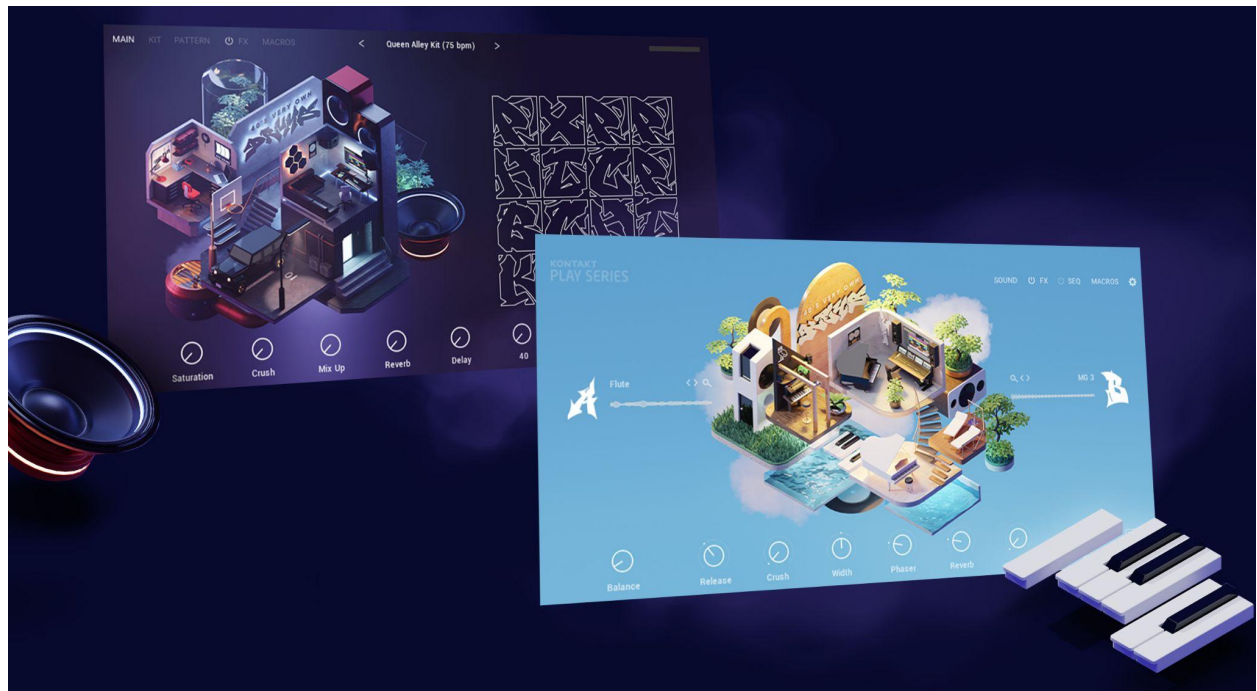


Native Instruments releases 40'S VERY OWN — a collaboration with Drake producer Noah “40” Shebib

The legendary producer of artists including Action Bronson, Alicia Keys, Lil Wayne, Jay-Z, Nas, PartyNextDoor, Sade, and most notably Drake, teams up with NI to release two brand-new Play Series instruments



Berlin, May 11th, 2022 – Native Instruments today released 40'S VERY OWN KEYS and 40'S VERY OWN DRUMS, the latest additions to their range of KONTAKT Play Series instruments, created in collaboration with hip hop innovator Noah “40” Shebib.

A go-to instrument for lush pads, bottom-heavy bass, and singing leads, 40'S VERY OWN KEYS covers a huge spectrum of sounds – all of which can be modulated, tweaked, and transformed with a range of custom controls including a dedicated “40” macro that lets users reinterpret his signature “underwater” sound with an easy to use interface.

Meanwhile, 40'S VERY OWN DRUMS delivers high-quality drum sounds, with every kick, clap, and hi hat mixed to perfection and infused with 40's signature style. From atmospheric and emotional, to crisp and hard-hitting, users can create the iconic drum sounds for which “40” became known.

40 recorded all the sounds for both instruments using his personal collection of synths, pianos, and a range of drum kits and percussion instruments. All sounds were captured with state-of-the-art microphones, and processed with a wealth of top-level, sought-after outboard effects at 40's now-legendary SOTA studios in Toronto, Canada.

In [this video](#) 40 talks about the way he designed the sounds and controls of 40'S VERY OWN KEYS and 40'S VERY OWN DRUMS, how he uses the instruments in his own productions, and how he sees the next generation of producers using them to push the sound of hip hop forward into the future.

In [this documentary](#) entitled "Toronto Rising — 40s Very Own", we present a tour of 40's home city. We visit his studios past and present, and talk with some of his many collaborators in the Toronto scene, to tell the story of how he and Drake made Canadian rap famous around the world.

To celebrate the collaboration with one of hip hop's modern icons, 40'S VERY OWN KEYS and 40'S VERY OWN DRUMS can be bought together for \$99 until May 22nd, 2022.

40'S VERY OWN KEYS and 40'S VERY OWN DRUMS join a growing [Play Series portfolio](#), which delivers fun, fast, and endlessly tweakable sample-based instruments geared toward quick inspiration and quality results.

In April, Noah "40" Shebib was one of nine inaugural members to join [Soundwise's new Artist Board](#), alongside Alicia Keys, Ann Mincieli, EL-P, Jacob Collier, Ludwig Göransson, Take A Daytrip, Tayla Parx, and Young Guru. The Artist Board will advise Soundwise with the goal to empower the community, listen to the needs of creators, and work to improve the overall health of the music industry.

Watch **Introducing 40'S VERY OWN DRUMS & KEYS** [here](#).

Watch the documentary — **Toronto Rising - 40s Very Own** [here](#).

PRICING AND AVAILABILITY

40'S VERY OWN KEYS & 40'S VERY OWN DRUMS are available now from [the Native Instruments online shop](#).

40'S VERY OWN KEYS & 40'S VERY OWN DRUMS BUNDLE (available until May 22nd)
99 EUR / 99 USD / 13400 YEN / 89 GBP / 149 AUD / 129 CAD / 104 CHF / 799 CNY

40'S VERY OWN KEYS

69 EUR / 69 USD / 8455 YEN / 49 GBP / 99 AUD / 89 CAD / 74 CHF / 549 CNY

40'S VERY OWN DRUMS

69 EUR / 69 USD / 8455 YEN / 49 GBP / 99 AUD / 89 CAD / 74 CHF / 549 CNY

About Native Instruments

For 25 years, Native Instruments has been at the heart of musical innovation. We've created communities, pushed technological boundaries, and opened new creative horizons for amateurs and professionals alike. Today, driven by our mission to make music creation more inclusive and accessible, Native hardware, software, and digital services provide fully-integrated solutions for musicians, producers, and DJs of all genres and levels of experience.

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