

PRESS RELEASE

Association of the Music Instrument and
Music Equipment Industry

Native Instruments GmbH becomes new member of the SOMM – The industry association keeps growing and expands its expertise

Berlin 20.07.2016 The Native Instruments GmbH, leading manufacturer of software and hardware for computer-based audio production and DJing*, has become a member of the SOMM. This was announced by the industry association on Wednesday in Berlin.

The company, whose central office is located in Berlin, is administrated by Daniel Haver (CEO) and Mate Galic (CTO/ President). Since its foundation in 1996, Native Instruments has opened up the fascinating world of real-time sound synthesis on standard computers. The company's innovative audio technology has inspired whole genres and revolutionized the way how people create and perform music. The products of Native Instruments combine exceptional sound quality with unlimited tonal possibilities, esthetic interface design with superior usability, and comprehensive functionalities with uncompromising attention to detail. The company currently has more than 430 employees in its offices in Berlin, Los Angeles, Tokyo, Shenzhen and London, of which 360 in the central office in Berlin.

Native Instruments offers a widely varied range of hardware, which can be easily combined with the software products, thus covering the whole field of modern music creation and performance. With its education program, the corporation supports educational initiatives in schools and universities, which apply tools of the digital music production to research and teaching.

This way, the Society Of Music Merchants (SOMM e. V.) expands its member base with a further, globally operating company, further strengthening its structures and competencies in the areas of DJing and audio production. The SOMM represents the interests of companies from the areas of manufacturing, distribution, retail trade and media (publishing) of the musical instrument industry at national and European levels.

* According to the company's own information

About SOMM e. V.

The SOMM – Society Of Music Merchants e. V. – umbrella organization of the musical instruments and music equipment industry in Germany – represents the interests of about 60 companies from the areas of manufacturing, distribution, sales and media of the musical instrument industry, standing for about two thirds of the German MI market. The association represents the cultural and economic interests of the musical instrument and music equipment industry at national and European levels, with the aim of strengthening the industry's competitiveness across all market sectors, helping shape governmental and legal policies in accordance with the industry's

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requirements, defining market standards and offering services to members, promoting an up-to-date advanced and continued training, as well as intensifying the active music making and musical skills in our society.