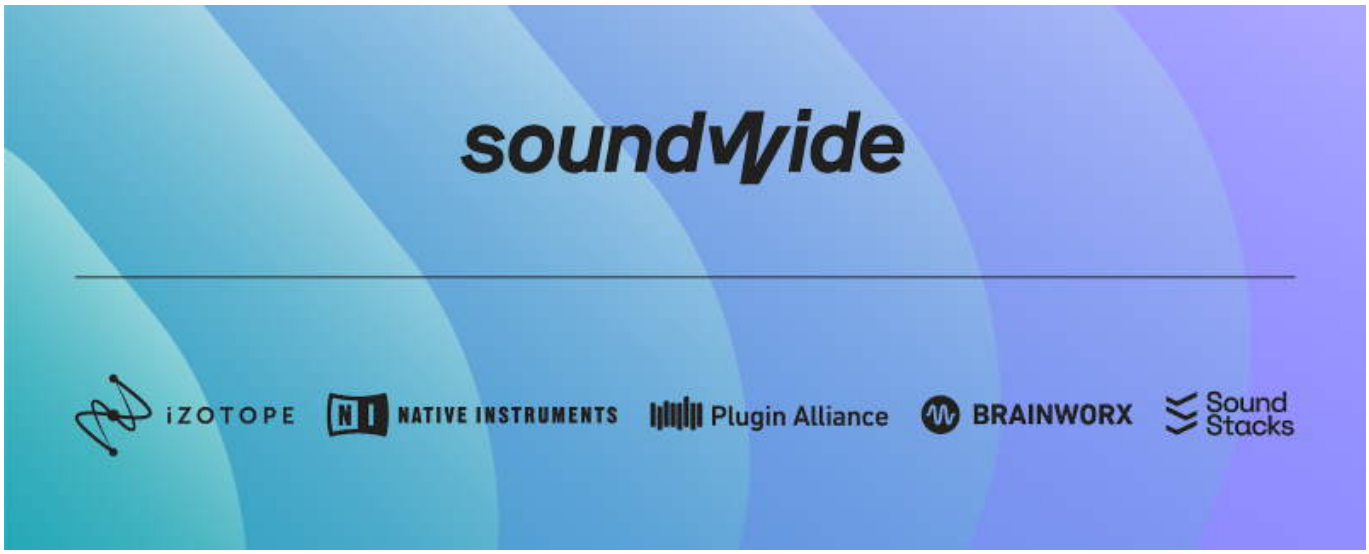
Soundwide newly named parent company of Native Instruments and iZotope

Plugin Alliance and Brainworx added to group of brands that will use broad range of product portfolios



Today Native Instruments, the a manufacturer of music creation products, and iZotope, experts in intelligent audio technology, introduce Soundwide as the new name of their parent company, and welcome several new members to the Soundwide group of brands. Soundwide houses the two industry-leading companies in one unified group, alongside the popular audio plugin platform Plugin Alliance and audio software company Brainworx who have recently joined.

Soundwide’s goal is to make music creation a more joyful and inspiring experience for creators everywhere by helping them to find, and stay in, their creative flow. Premier brands Native Instruments and iZotope, who joined forces in 2021, will continue to live on as product brands under Soundwide, sharing a collective vision to inspire and empower creators to express themselves and reimagine the future of sound. The introduction of Soundwide establishes the foundation to build the most diverse and integrated ecosystem for audio creation. Now hosting a user base of upwards of 10M, the parent company will help customers benefit from the combination of different brands, the more integrated product portfolio, the increased value and the enhanced user experience Soundwide brings together.

Now joining Soundwide in that shared vision is Plugin Alliance and Brainworx, two companies founded by CEO Dirk Ulrich and staffed by 60 employees across the US and Germany. As a platform, Plugin Alliance offers creators flexibility and choice in selecting the right tools for their work, and offers industry partners a sales, marketing, and delivery platform to over 1 million user accounts. Brainworx is the flagship contributor of products to the marketplace, with a specialty in high-end software emulations of analog hardware from their international network of

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partners.

Alongside these new additions, Soundwide welcomes the newly formed Sound Stacks, born from the minds of Cesare Ferrari and Julian Storer, the creator of the industry-standard open-source audio application framework JUCE. Sound Stacks will drive the development of new audio platform technologies aimed at improving productivity and performance for audio developers across the industry.

In order to connect its mission to creators and empower communities worldwide, Soundwide has formed a new Artist Board, further building upon the relationships Native Instruments and iZotope have fostered with some of the industry's leading musicians and producers. Inaugural board members include singer-songwriter Alicia Keys, recording and mix engineer Ann Mincieli, producer and rapper EL-P of Run the Jewels, musician/producer/composer Jacob Collier, composer Ludwig Göransson, producer and engineer Noah "40" Shebib, production duo Take A Daytrip, singer-songwriter Tayla Parx, and producer and engineer Young Guru, all of whom have meaningful relationships within the Soundwide group, and who Soundwide considers to be among the most innovative and accomplished in the world. Collectively, the Artist Board has won 29 GRAMMY awards (from 77 nominations), and their own recorded music has amassed over 10B streams on YouTube and Spotify alone. By advising Soundwide at a regular cadence, the Board will provide critical guidance on creator needs, product roadmaps, community development, and new methods of fostering inclusive communities in the music industry.

Soundwide CEO Mark Cattini explains, "Going forward, we're asking ourselves: 'What do our community members need to tap into their ultimate creative workflow and how can we help get them there?.' By first uncovering and understanding our community's needs, we can map out our goals and move one step closer to the future of sound. Soundwide's Artist Board provides a unique opportunity to offer up more seats at the table and collaborate with board members to bring new voices into the conversation."

To celebrate the introduction of the parent company, Soundwide will be giving away Native Instruments' Ethereal Earth, iZotope's Neutron Elements and Plugin Alliance and Brainworx's six plug-in Welcome Bundle, which will be available for free. Get specific details for claiming all these products on both the Native Instruments and iZotope websites. Offer available from April 12, 2022 through April 26th, 2022.

www.joinsoundwide.com
www.native-instruments.com
www.izotope.com
www.plugin-alliance.com
www.brainworx.audio

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