

The Girl on Fire Ignites a New Flame: Get the Superstar Sounds with Alicia's Electric Keys

Alicia Keys Partners with Native Instruments to Transform Her Iconic CP-70 Electric Grand Piano into a Cutting-Edge Virtual Instrument

"This is a beautiful assistant to finding your spirit, to finding that expression." - Alicia Keys



Berlin, July 23, 2024 – Native Instruments and Alicia Keys, the 16-time GRAMMY-winning artist, have joined forces to introduce a groundbreaking virtual instrument: Alicia's Electric Keys. Featuring the unique sound of Alicia Keys' personal CP-70 electric grand piano, and crafted at Jungle City Studios alongside Keys' longtime engineer Ann Mincieli, this instrument promises to revolutionize the way musicians create and express themselves.

A Visionary Collaboration

Alicia Keys, renowned for her soulful voice, captivating performances, and unparalleled musicianship, continues to blaze new trails in the music world. Following her electrifying Super Bowl halftime show and the phenomenal success of her Broadway musical "Hell's Kitchen," which garnered 13 Tony nominations, Alicia has now partnered with Native Instruments to deliver a powerful new tool for artists everywhere.



Unleashing Brand New Possibilities

Alicia's Electric Keys is more than just a virtual instrument; it's a gateway to new realms of creativity. Meticulously recorded and engineered to capture the authentic essence of Alicia's CP-70, this instrument merges lush acoustic tones with boundless electric capabilities. The custom effects chains, crafted and utilized by Alicia herself, are prominently featured in her hit song "Girl on Fire," allowing users to infuse their music with the same iconic sound.

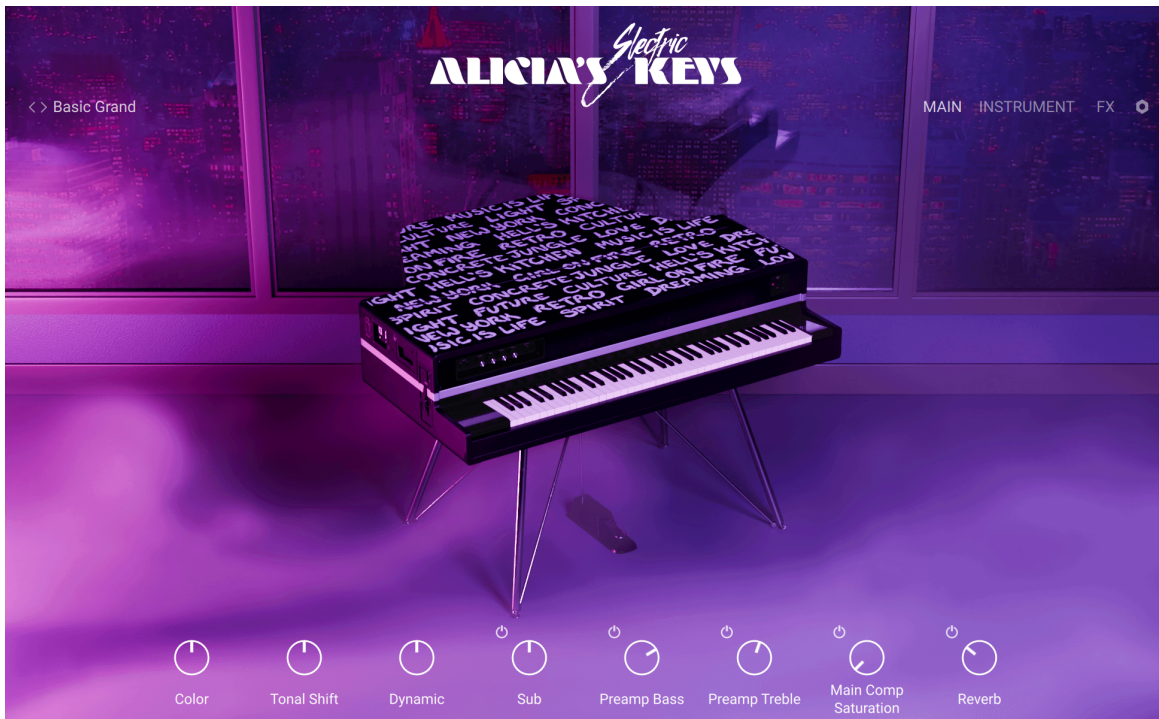
"I'm so excited for everyone to experience Alicia's Electric Keys," said Keys. "Whatever you're doing, it's going to add a layer that you've been missing."

Unparalleled Features for Every Musician

Experience Alicia Keys' personal CP-70 electric grand piano.

- **Versatile Tones:** Seamlessly blend classic electric piano tones with modern, flexible soundscapes
- **Custom Effects:** Play with sounds created using Alicia's own effects chains
- **Signature Presets:** Perform and record with presets, including the signature "Girl on Fire" sound

- **Interactive Interface:** Enjoy an engaging experience with on-screen illumination as you play



An Invitation to Create

Alicia's Electric Keys is designed to inspire musicians of all levels, from aspiring artists to seasoned professionals. Whether you're composing, performing, or producing, this instrument provides a versatile and intuitive platform to elevate your sound.

Learn more

Get all the details at www.native-instruments.com

Videos:

Alicia's introduction to Alicia's Electric Keys

Alicia's Electric Keys walkthrough

Pricing and availability

MSRP: \$149

Media contact

press@native-instruments.com

Press Kit

<https://www.native-instruments.com/en/press-area/music-production/>

ABOUT NATIVE INSTRUMENTS

For over 25 years, Native Instruments has been at the forefront of musical innovation. Our technology has revolutionized how people express themselves through sound across the world.

Today, we work to provide everyone with access to the worlds of music production, audio engineering, and DJing. Our portfolio contains industry leading products such as Komplete, Kontakt, Maschine, and Traktor.

In June 2023, iZotope, Brainworx, and Plugin Alliance became part of Native Instruments, further strengthening the breadth of our offerings, the expertise of our team, and the potential to offer our community a streamlined customer experience. With our powers combined, we have engineering capabilities across integrated software and hardware, AI and machine learning, the cloud, and more.

Native Instruments was founded in Berlin in 1996. Today, it has offices in Berlin, Boston, Langenfeld, London, and Shenzhen.