# UJAM Launches KAYA: Vibrant Afrofusion Grooves for Modern Productions

**Berlin, Germany, October 9, 2025 —** [**UJAM**](https://www.ujam.com/) **today unveils** [**KAYA**](https://www.ujam.com/beatmaker/kaya/)**, the latest Beatmaker instrument inspired by the global rise of Afrofusion. Drawing on rhythms from afrobeats to amapiano, KAYA provides lively drum patterns, textures, and grooves that capture the movement and energy of West African–influenced music. It brings modern Afrofusion vibes to the toolkit of music creators and producers across pop, hip-hop, dance, and beyond.**

Powered by the Beatmaker 3 platform, KAYA offers a versatile palette of curated kits, mix-ready presets, and instantly playable patterns to build from. Whether shaping smooth, laid-back rhythms or driving, energetic beats, it provides a way to quickly add authentic global character to any production.

“Afrofusion has become a global phenomenon, and with KAYA our goal was to channel that energy into a vibrant rhythm engine,” said UJAM Product Manager Adam D’Agostino. “We designed it to spark creativity, helping producers kickstart ideas and shape their own unique sound.”

**Key Features of KAYA**

* 10 unique drum kits, each with 16 instruments
* 20 Styles with 23 beats each (460 MIDI loops total)
* 12 Mix Modes to kickstart projects
* Life control: Adds high-end percussion energy that brings grooves to life.
* 75 Global Presets
* 17 ambience and reverb effects

**Availability**

KAYA is available in VST2, VST3, AU2, and AAX formats for macOS and Windows.

* Introductory price: $19
* Loyalty price: $15
* Regular price: $49

To learn more, explore sound demos, and download a free trial, visit [www.ujam.com](http://www.ujam.com).

**About UJAM**[UJAM](https://www.ujam.com/) was co-founded by Hans Zimmer and Pharrell Williams, both musicians whose careers have been significantly supported by technology. The vision behind UJAM is to make technology even more accessible and encourage even more people to make music.

This vision is being realized by a team of virtual instrument pioneers who had previously developed legendary virtual instruments from Steinberg and Digidesign — from Steinberg Hypersonic to Virtual Guitarist, from Digidesign Xpand to Transfuser — and who finally want to realize their vision of shortening the path from the idea to the perfect track. More fun, better results, less complexity.