

IK Multimedia. Musicians First.



FOR IMMEDIATE RELEASE

IK Multimedia launches iRig MIDI 2

The first Portable Lightning/USB MIDI interface for iPhone, iPad and Mac/PC

July 10, 2014 - IK Multimedia, the leader in mobile music-creation apps and accessories, is now shipping **iRig® MIDI 2**, the first portable Lightning/USB MIDI interface for iPhone, iPad and iPod touch as well as Mac and PC. iRig MIDI 2 adds a whole new level of portability and connectivity thanks to its detachable and interchangeable cable inputs, standard MIDI connectors and pocket-sized form factor. It's the perfect mobile MIDI solution for the musician on the go.



Universal Connectivity

iRig MIDI 2's Lightning connector provides out of the box connectivity with iPhone 5s, iPhone 5c, iPhone 5, iPad Air, iPad (4th generation), iPad mini and iPod touch (5th generation). In addition, iRig MIDI 2 also works with all earlier generations of iPhone, iPad and iPod touch with an optional 30-pin connector as well as Mac and PC via its included USB cable. iRig MIDI 2 is so flexible because all of its cables are fully detachable and interchangeable via its Mini-DIN connector: Users can swap out Lightning connector, 30-pin connector and USB cables on the fly, which allows for quick switching while on the move. All cables are bumper friendly, which means that iRig MIDI 2 can be plugged into mobile devices without having to remove any protective case.

Mobile MIDI Like Never Before

For musical instruments or other device connection, iRig MIDI 2 comes equipped with three standard-sized female MIDI DIN sockets: IN, OUT and THRU. These allow for full MIDI functionality and connectivity with any MIDI-enabled device: keyboards, hardware synthesizers, software sound modules, drum machines, drum pads, DJ controllers, pedal boards, DAW interfaces and more. iRig MIDI 2 sports two blue LEDs that provide at-a-glance monitoring of the MIDI data passing through the IN and OUT sockets.



Ultra-compact, Portable and Durable

iRig MIDI 2 is small - so small that it can be easily carried in a pocket to any gig, performance, studio or jam session. It draws its power directly from its host device, which removes the need for bulky power supplies. Lightweight and durable, it features a rubberized enclosure built to withstand the rigors of travel.

A Full Suite of Companion Apps

With iRig MIDI 2, there's more than just MIDI. It comes with a full suite of music creation apps that make it usable straight out of the box. iOS users get two of IK's most popular mobile apps via App Store download: **SampleTank® FREE** is a sound and groove workstation filled with hundreds of high-quality instruments and patterns. **iGrand Piano™ FREE** is a concert-quality piano app that puts world-class piano sounds at your fingertips. Both apps contain exclusive bonus sounds that are unlocked when iRig MIDI 2 is registered. Mac and PC users can enjoy the full creative power of **SampleTank® 3 SE**, a free special edition of IK's next generation SampleTank® 3 desktop sound workstation. Beyond all that's included, iRig MIDI 2 also works seamlessly with all MIDI compatible Mac and PC software, plus the entire spectrum of Core MIDI apps for iOS; such as GarageBand, Cubasis, Music Studio, BeatMaker 2, Animoog, Korg Gadget and many more.

The SampleTank FREE App is available for free from the App Store on iPhone, iPad and iPod touch or at www.appstore.com/sampletankfree

The iGrand Piano FREE App is available for free from the App Store on iPhone, iPad and iPod touch or at www.appstore.com/igrandpianofree

Superior Italian Design and Manufacturing

iRig MIDI 2 has been designed and manufactured in IK's own factory in Modena, Italy. Like all IK products, it's been through rigorous 100% quality testing to ensure the utmost in dependability and is made within the highest manufacturing and environmental standards. IK Multimedia uses only the best components, materials and processes to create solid, smartly manufactured products at an affordable price.

Pricing & Availability

iRig MIDI 2 is available now from music and electronics retailers worldwide and from the IK Online store for only \$99.99/€79.99 (excluding taxes).

For more information, please visit:

www.irigmidi.com

Warm regards,

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About IK Multimedia: IK Multimedia is a computer music technology company that offers a diverse range of affordable and easy-to-use music production tools with great sound quality and a realistic look and feel. With millions of installations worldwide, the IK range has been adopted by musicians of every level, from beginners to professionals, to gain access to high-end, studio-quality gear from their computers or mobile devices. iRig®, SampleTank® and iGrand Piano™ are trademarks property of IK Multimedia Production. iPhone, iPad, iPod touch, Mac and GarageBand are trademarks of Apple, Inc., registered in the U.S. and other countries. iPad Air, iPad mini and Lightning are trademarks of Apple, Inc. All other trademarks are property of their respective owners.