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PRESS RELEASE

IK Multimedia announces iRig PowerBridge, the universal charging solution for all iRig accessories using iPhone, iPad and iPod touch

Now musicians can play endlessly with their favorite digital iRig accessories on their iPhone, iPad or iPod touch

January 22, 2015 - IK Multimedia, the leader in mobile music creation technology, today announced **iRig® PowerBridge**, a new charging system for iPhone, iPad and iPod touch that allows for the continuous charge of the device while using iRig accessories. Now mobile musicians can practice, perform and record with their favorite 30-pin or Lightning compatible digital IK gear — like iRig Mic HD, iRig HD, iRig Keys, iRig PRO or iRig MIDI 2 — for as long as they want, anytime and everywhere.



A streamlined solution

The reason IK Multimedia's iRig range of digital interfaces, microphones and controllers are so popular among musicians is because they offer the highest quality sound in every mobile situation. IK's iRig accessories are able to accomplish this because they connect via the 30-pin or Lightning connector of an iPhone, iPad or iPod touch. While this offers significant advantages in terms of performance, it comes at the expense of battery life — with an accessory connected, it is

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impossible to perform for an extended period of time without recharging. iRig PowerBridge is an elegant solution to this problem.

iRig PowerBridge combines a power supply and an ultra-low noise power conditioner that connects to a power outlet on one end and a Lightning or 30-pin iPhone, iPad or iPod touch on the other. Between both ends is a female Mini-DIN connector that can be used to connect any digital iRig accessory with a Mini-DIN or Micro-USB port. Through this connection, iRig PowerBridge allows continuous charging while also passing along audio and MIDI information between the digital iRig accessory and the iPhone, iPad or iPod touch.

Through this streamlined setup, musicians can keep their iPhone, iPad or iPod touch charged and play with their favorite digital iRig accessories and powerful IK apps for as long as they want, whether they're performing on stage, recording in the studio or just jamming at home.

Effortless portability, intuitive use

iRig PowerBridge has been designed with portability in mind. It sports a lightweight and compact enclosure that musicians can easily carry in their gig bag of choice. Available as either a 30-pin or Lightning version, it connects quickly for use and features an LED that provides at-a-glance visual feedback while charging.

Pricing and availability

iRig PowerBridge comes in two versions — one for Lightning and one for 30-pin — both are available for preorder for \$69.99/€54.99 (excluding taxes). iRig PowerBridge will ship Q1, 2015 from music and electronics retailers worldwide, and from the IK online store.

For more information, please visit www.irigpowerbridge.com.

To see the official video of iRig PowerBridge in action, go to: www.irigpowerbridge.com/video



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® is trademark property of IK Multimedia Production. iPad Air, iPad mini and Lightning are trademarks of Apple, Inc. All other trademarks are property of their respective owners.