

# IK Multimedia. Musicians First.



**For immediate release**

## **IK Multimedia introduces Mic Room, the powerful new microphone-modeling app for iPhone and iPad**

*Mic Room lets musicians use their favorite digital and analog IK Multimedia microphones to get the sound and tone of up to 20 of the world's most coveted recording studio microphones*

**June 18, 2015** - IK Multimedia, the leader in mobile music creation technology, is pleased to introduce its new **Mic Room** microphone-modeling app for iPhone, iPad and iPod touch. Designed to complement IK's full range of analog and digital hardware microphones, Mic Room gives musicians, audio engineers, recording hobbyists and everybody in between the ability to "re-mic" their IK Multimedia microphone to sound and perform like the most coveted microphone models of all time. With classic dynamic, condenser and ribbon microphone models to choose from (plus other unconventional and highly creative models), it offers a treasure chest full of inspiring tone-sculpting tools.



### **A treasure chest of classic and modern mic tones**

At its core, Mic Room is all about enhancing the sonic flexibility and versatility of IK's range of digital and analog microphones. It lets people change the tone of their favorite IK microphones via a comprehensive and expandable collection of virtual mic models that can be applied to impart the

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style and character of a number of A-list production studio favorites. The full version of Mic Room comes with 8 virtual mic models that cover the complete spectrum of sounds from the classic to the contemporary. This initial library can be expanded via in-app purchase — extra content can be bought a-la-carte or as a bundle. Simply put, this means that IK's range of microphones now have even more sonic range and flexibility than ever before.

## Plug and play

Using Mic Room couldn't be easier. It's been designed to work seamlessly with IK's full range of digital and analog microphones for iPhone, iPad and iPod touch (it also works with the built-in mic and Apple headset microphones). That means it fully supports the new **iRig Mic Studio** as well as **iRig Mic HD**, **iRig Mic Field**, **iRig Mic**, **iRig Voice**, **iRig Mic Cast** and the rest of IK's highly regarded iRig microphone range.

Musicians just need to select their microphone of choice, plug in and then select the virtual mic model they'd like to use. Mic Room will automatically detect the input microphone. Each microphone model can be tweaked to deliver the best sound possible thanks to an intuitive graphic interface that provides an easy-to-read level meter and a touch-and-drag gain knob.

Mic Room is also Audiobus and Inter-App Audio compatible, so it can be effortlessly used with other powerful music creation apps. This unleashes a whole new level of creative possibilities on top of the sonic flexibility imparted by Mic Room itself.

## Pricing and availability

Mic Room is available now for just \$/€7.99. An expandable free version is also available. A native iPad version will be available soon.

For more information, please visit:

[www.appstore.com/microom](http://www.appstore.com/microom)  
[www.ikmultimedia.com/microomios](http://www.ikmultimedia.com/microomios)



For more information about IK's range of analog and digital microphones, visit:

[www.ikmultimedia.com/mics](http://www.ikmultimedia.com/mics)

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. iPhone, iPad, iPod touch and App Store are trademarks or service trademarks of Apple, Inc., registered in the U.S. and other countries. All other trademarks are property of their respective owners.*