

IK Multimedia. Musicians First.



For immediate release

IK Multimedia introduces iRig Keys USB - the ultra-affordable MIDI keyboard controllers for Mac/PC

Now Mac and PC musicians have an affordable and full-featured solution for creating music on the go with 3 new USB MIDI keyboard controllers in an extremely compact and portable size: iRig Keys 25, iRig Keys 37 and iRig Keys 37 PRO

October 13, 2015 - IK Multimedia, the leader in mobile music creation, is pleased to announce **iRig® Keys 25**, **iRig® Keys 37** and **iRig® Keys 37 PRO**. These three new MIDI keyboard controllers are specifically designed with mobile Mac and PC musicians in mind. Each one offers a different keyboard layout and size: iRig Keys 25 comes with 25 mini-keys, iRig Keys 37 comes with 37 mini-keys and iRig Keys 37 PRO comes with 37 full-sized keys. All three come loaded with all the features and controls required for superior portable performance. Now Mac and PC musicians can have a keyboard with them wherever they go.



Sizes for all playing styles

Affordable, comfortable, expressive and musical describe IK's newest range of keyboard controllers. Each option blends portability with playability in a way that's guaranteed to inspire keyboard players of all kinds. Both iRig Keys 37 and iRig Keys 37 PRO feature a stunning 37 key keyboard - that's a full 3 octave range plus 1 extra note. This is the widest octave range available for a mobile keyboard of this size. iRig Keys 25 cuts this down to 25 keys for the utmost in compact design and portability.

IK Multimedia. Musicians First.



Portable performance

iRig Keys 25, iRig Keys 37 and iRig Keys 37 PRO are designed to be plug-and-play compatible with both Mac and PC. An included USB cable along with full MIDI and USB class-compliance make this possible. For true portability, they are all powered by their connected device - no batteries or extra power cables are necessary. All three can be used with IK's comprehensive range of powerful software, and other popular music creation programs.

And while small, they all offer all the required controls and features that makes for a truly effortless portable playing experience. iRig Keys 25 features velocity sensitivity, octave up/down buttons and a volume/data knob. iRig Keys 37 and iRig Keys 37 PRO add to this feature set with modulation and pitch-bend wheels, an optional input for a sustain or expression pedal, 5 soft-touch backlit buttons and a "Set" button for storing and recalling up to 4 different alternate hardware assignments.

Plug-and-play out of the box

For immediate playing, all three keyboard controllers come bundled with SampleTank 3 SE, a special version of the ultimate sound and groove workstation for Mac/PC. It features an expandable 6.5GB sample library with instruments in categories that cover everything from acoustic to electronic and beyond. And, when users register their keyboard controller, they'll also get a spread of free instrument collections. These collections include The Grid, a collection of cutting-edge electronic construction kits and drum kits plus 5 instrument collections of the user's choosing from IK's electronically focused Beats and Elektronika series. All in all, it's a total of \$/€340 worth of software products.

Pricing and availability

iRig Keys 25 is available for \$/€59.99*, **iRig Keys 37** for \$/€79.99, and **iRig Keys 37 PRO** for \$/€99.99 from music and electronics retailers and from the IK online store.

** All prices excluding taxes*

In the United States, the iRig Keys USB line is available exclusively from Guitar Center®, Inc., Musician's Friend® and the IK Web Store.

For more information, please visit:

www.irigkeys.com

Warm regards,

Starr Ackerman

starr.ackerman@ikmultimedia.com
N/C/S American PR Manager

Tiia Hassinen

tiia.hassinen@ikmultimedia.com
Europe and International PR Manager

IK Multimedia. Musicians First.

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® and SampleTank® are trademarks property of IK Multimedia Production. All other trademarks are property of their respective owners.