

**IK Multimedia Production Srl**

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FOR IMMEDIATE RELEASE***IK Multimedia Optimizes AmpliTube App for iPhone 5 and New iPod touch***

The popular guitar/bass multi-effects and recording app gets an interface lift for Apple's iPhone 5 and iPod touch 5th generation

November 15, 2012 – IK Multimedia, a leader in mobile music-creation apps and accessories for iPhone, iPad and iPod touch – is proud to announce the release of AmpliTube 2.7, a new version of the popular guitar-and-bass multi-effects and recording app for iOS. The new version features an enhanced user interface that's been optimized for the 4-inch display on iPhone 5 and the new iPod touch.



AmpliTube 2.7 takes advantage of the extra screen size and the Retina Display to deliver stunning graphics, which accompany IK's industry-standard sounds and features.

The app comes with 24 gear models, including 5 amps, 5 cabinets, 2 mics and 11 stompboxes. It lets the user set up a signal chain containing an amp, cabinet and mic, along with three simultaneous stompboxes. AmpliTube's gear lineup can be expanded via in-app purchase with dozens of additional components including officially certified models of Slash's amps, and emulations of gear from world-class brands such as Fender®, Soldano®, Ampeg®, T-Rex® and many others.

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Guitarists and bassists can connect their instruments to their iPhone, iPad or iPod touch, using IK's immensely popular iRig® interface, or the new iRig STOMP; which is the first stompbox style interface for iPhone, iPad and iPod touch. It can be plugged inline with a pedalboard, or directly into an amp or P.A. system for live performances.

Pricing & Availability

Version 2.7 is a free update for previous owners of all three levels of the app: AmpliTube, AmpliTube LE, and AmpliTube FREE.

For new users, AmpliTube 2.7 is available for \$19.99/€17.99 from the App Store on iPhone and iPod touch, or at www.itunes.com/appstore. AmpliTube LE is a less-expensive version with 10 gear models, and sells for \$2.99/€2.69. AmpliTube FREE includes 8 gear models. iPad versions of AmpliTube are available, as well.

For more information, go to
www.ikmultimedia.com/amplitubeiphone
www.ikmultimedia.com

Warm regards,

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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 over one million 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. AmpliTube®, iRig™, iRig™ STOMP are trademarks property of IK Multimedia Production. All other product names and trademarks are the property of their respective owners, which are in no way associated or affiliated with IK Multimedia. iPhone®, iPod touch®, iPad®, Mac and the Mac logo are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.