<u>**FOR IMMEDIATE RELEASE**</u>

IK Multimedia Announces ARC 2 – A Major Update Of The Software Room Correction System

ARC takes your room acoustics out of the mix for an ultra-accurate monitoring environment using your DAW

July 2012 – IK Multimedia, the leading music technology company, in collaboration with Audyssey®, a leader in consumer and professional audio products, today announced Version 2 of **ARC — Advanced Room Correction System —** for Mac/PC DAWs (Digital Audio Workstations). ARC is the first acoustic correction system that combines a measurement microphone, measurement software AND a correction plug-in for most popular DAWs to improve the acoustics and sonic reliability of your studio.

ARC works by measuring your room using the included measurement microphone and measurement software and then generates an algorithm to provide a correction of your room's acoustic problems that you can apply to your mix using the included plug-in. You can record and mix with confidence knowing that what you hear from your speakers is a faithful representation of how your music will translate to the outside world.

With thousands of installations since 2007, the first version of ARC has been put to use in every possible real-world situation. This experience, along with user feedback from all over the world, has been carefully considered during the Audyssey® update of the

MultEQ® technology that powered the first version of ARC to now provide a new, even more accurate version, MultEQ® XT32, included in this new version of ARC.

MultEQ® XT32 gives the new ARC 2 an even higher-resolution EQ adjustment – especially in the extreme low frequencies where correction is usually needed the most along with a more natural and smooth midrange and high frequency performance – a combined L/R correction for high-quality control room optimization and customizable target curves so you can shape the final response of your monitors. All of these new features are nicely packaged in a completely new interface featuring a new Monitor Control panel interface for optimized control.

Better Correction: 4X greater resolution – ARC 2 features enhanced resolution across the entire frequency spectrum including 4 times greater resolution in the lower frequencies where room distortions typically occur. ARC effectively flattens the low-end frequency response – even in the most unbalanced rooms – and also improves the mid and high frequency ranges to make the correction process totally transparent with clear and precise frequency response.

Streamlined Measurement Process – The new MultEQ® XT32 algorithm in ARC 2 provides greater resolution with fewer measurements allowing you to get a better degree of accuracy faster. Now only 7 measurements are needed for the software to calculate accurate corrections to your listening environment.

Mix for Multiple Devices – ARC 2 now provides the ability to mix for multiple devices with the new "Virtual Monitoring" feature. This makes it possible to intentionally shape the sound of the monitoring setup to simulate speakers like LCD TVs, club PA systems, car audio systems, radios, etc.

"Monitor Control" Panel – ARC has a new Monitor Control panel interface that provides you with the most frequently used control features: a big main volume knob to set your listening level, a DIM switch with an adjustable level, a MUTE switch and a listening "MODE" selector that can be toggled between standard Stereo, Mono or Side for quick reference checks. This additional collection of tools gives you a familiar, flexible control room-style workflow for a superior listening experience and improved accuracy for mixing and mastering applications.

ARC 2 New Features:
- Completely redesigned interface for improved usability
- 4X greater resolution improves critical low-end response
- Smoother, more natural sound in the midrange and high frequencies
- New combined L/R correction option maintains focus in perfectly symmetrical control rooms
- New customizable target curves now can match engineers' personal timbre tastes
- New "Virtual Monitoring" templates mimic the sound of consumer listening devices

like car systems, speaker boxes, etc. allowing the engineer to test how mixes translate on different systems
- New Monitor Control panel interface streamlines workflow
- Fewer measurements now provide higher quality results and shortens set-up time
- Measurements can be saved and used for multiple correction set-ups

Pricing and Availability:
ARC 2 is now shipping from IK Multimedia and its network of professional music resellers worldwide at a price of $299.99/€249.99 (exc. taxes).

User of the previous version of ARC can update to the new software online in the IK store at a special limited price of only $99.99/€84.99 (exc. taxes) good until August 31, 2012, after that the price will go up to $149.99/€124.99(exc. taxes).

For more information and video demos, please visit:
http://www.ikmultimedia.com/arc/

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.