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PRESS RELEASE

FOR IMMEDIATE RELEASE

IK Multimedia Releases AmpliTube® Jimi Hendrix™ Anniversary Collection

Stunning new models expand IK's Hendrix software lineup; all gear is also available individually in the Custom Shop

January 17, 2013 – IK Multimedia, in collaboration with Authentic Hendrix, LLC, is proud to announce the **AmpliTube® Jimi Hendrix™ Anniversary Collection**, an expanded and updated version of its renowned AmpliTube Jimi Hendrix™ software for Mac and PC, featuring new officially licensed, ultra-accurate models of genuine Hendrix gear. The updated set provides users with even more options for tapping into Jimi's legendary sonic artistry.



Named to commemorate the recent 70th anniversary of Jimi Hendrix's birthday, the new collection runs inside the AmpliTube Custom Shop software, which can be used as a DAW plug-in or a standalone application featuring a built-in 4-track recorder and speedtrainer. In addition to being released in the collection, all the Hendrix models are now available for à la carte purchase from the Custom Shop.



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Sonic Voodoo

The new gear was modeled using IK's state-of-the-art modeling technology, resulting in remarkably authentic representations of the original units. The collection expands the acclaimed AmpliTube Jimi Hendrix™ gear lineup of 4 amps, 7 cabinets, 5 microphones, 10 stomp and 4 rack effects, with 3 new amp models and a classic tape echo. All told, there are 34 pieces of must-have vintage guitar and bass equipment, all of which have helped define the history of rock and modern music.

New gear in the collection:

The **SilverTwelve** (model is based on the Silvertone® Twin Twelve 1484) is a 60W tube head with a separate 2x12 cabinet, which Hendrix used in the early part of his career. The amp produces a powerful clean sound and a gritty distortion, and has stood the test of time from the psychedelic era through the Grunge period and into today's modern rock.

The **JH Gold** (model based on a Marshall® JTM 45) is "the" amp that Hendrix used almost exclusively from 1968 on. He liked to crank it to full volume and chain multiple heads to produce a huge, mind-blowing wall of sound. The new model has been reworked from the ground up, using IK's DSM™ and SCC™ modeling technologies, and includes both the Normal and Treble channels, plus fully modeled channel bridging.



The **JH 1200** (model based on the Sunn® 1200), is a high-powered tube bass head. Concertgoers at any Hendrix show between 1967 and 1968 would have seen an entire backline consisting of Sunn amps and cabinets. As with many amps from the psychedelic era, the ultra-loud 1200 was popular with both guitarists and bass players.



The **EP Tape Echo** (model based on the Maestro® Echoplex) is the gold standard of vintage tape-echo units. Hendrix liked experimenting with it to produce wild psychedelic effects in the studio, and he used it heavily during the recording of *Electric Ladyland*.



Open to All

Because all the Hendrix models are available in the Custom Shop, users of other AmpliTube versions, including the free AmpliTube Custom Shop, have access to these models for individual purchase.

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The Custom Shop is the IK exclusive online gear shop and is integrated into AmpliTube software and plug-ins. It provides users with a huge range of amps, cabinets, microphones and effects that can be purchased individually. The "Try Before You Buy" feature makes it possible to download a fully functioning version of any model to audition it prior to purchase.

The AmpliTube Jimi Hendrix™ Anniversary Collection is the latest addition to the IK family of guitar and bass products that, thanks to IK's unmatched modeling technologies, offers products with the best names in guitar effects and amplification such as Fender™, Ampeg®, Orange®, Soldano™, Seymour Duncan™, T-Rex®, and the rock icon Slash™.

Pricing and Availability

The full version of AmpliTube Jimi Hendrix™ Anniversary Collection is available for \$99.99/€79.99 (ex. tax), as a digital serial-number delivery that can be purchased inside the AmpliTube Custom Shop or from the IK Online Store. Previous users of AmpliTube Jimi Hendrix™ and AmpliTube 3 will be eligible for a special upgrade price of only \$39.99/€29.99 (ex. tax) for a limited time. Each of the new models will also be available individually inside AmpliTube Custom Shop with a price ranging from 20 to 30 Gear Credits - the currency used inside Custom Shop for single gear purchases.

For more information, go to

www.ikmultimedia.com/hendrix
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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®, is a registered trademarks property of IK Multimedia Production Srl. Jimi Hendrix™ name used under license of Authentic Hendrix, LLC. Photo: Chuck Boyd / Authentic Hendrix, LLC. All other product names and trademarks are the property of their respective owners, which are in no way associated or affiliated with IK Multimedia. SUNN® is a registered trademark of Fender Musical Instruments Corporation. SILVERTONE® is a registered trademark of Samick Music Corporation. MARSHALL®, JTM45™ are registered trademarks and trademarks of Marshall Amplification Plc. MAESTRO® is a registered trademark of Gibson Electronics.



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