

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

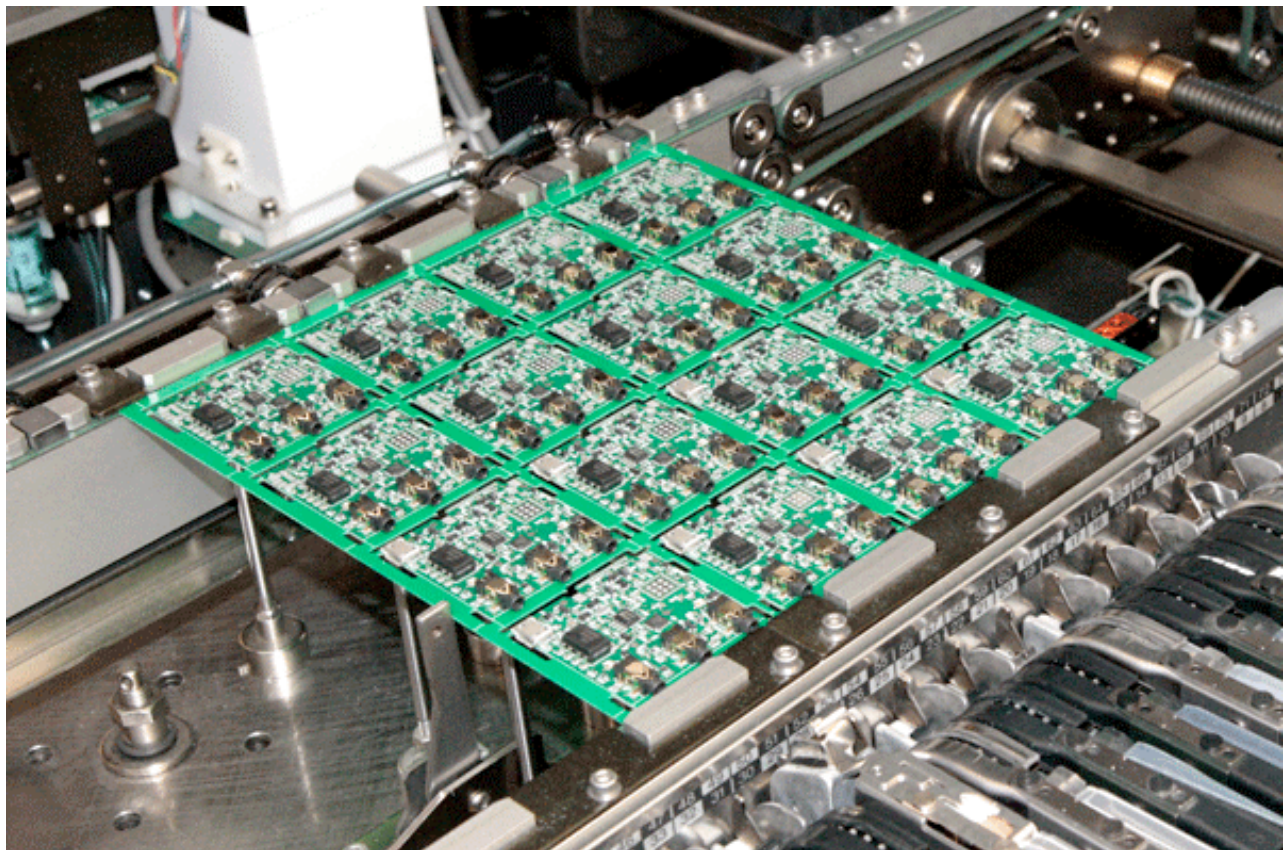
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**FOR IMMEDIATE RELEASE**

## **IK Opens High-Tech Factory in Modena, Italy**

*The state-of-the-art facility allows for more "Made in Italy" products*

**October 31st, 2012** – IK Multimedia – the leader in mobile music-creation apps and accessories for iPhone, iPod touch and iPad – is proud to announce the opening of a new manufacturing facility in Modena, Italy, where the company headquarters is located.



The new facility is dedicated to the production and testing of IK Multimedia's range of mobile accessories, and it includes highly automated lines for electronic components assembly, inspection and quality testing. Since the release of its first hardware product in 2006, IK has manufactured a percentage of its hardware in Italy. With the addition of the new factory, IK expects that by the end of 2012, over 50 percent of the one-million-plus units of hardware it produces annually will be "Made in Italy".

The Modena factory makes it possible for IK to further improve its outstanding quality record and the time-to-market for new products in its rapidly growing line of accessories and beyond.

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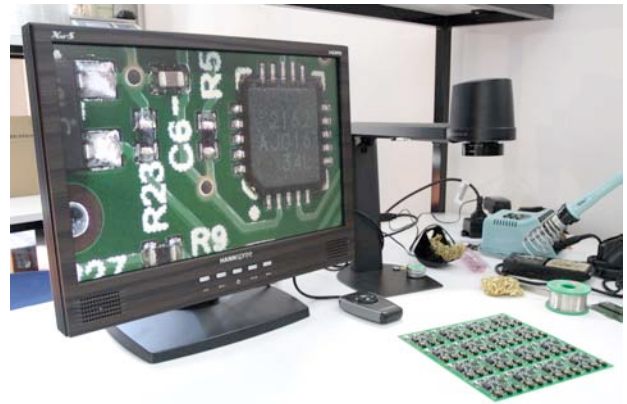
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IK's emphasis on in-house production helps it stand out from the numerous companies in this sector that rely completely on third-party manufacturing.



The new facility will operate according to the strictest European regulations for safety and environmental impact, which is in accordance with the company's mission to be both socially responsible and eco-friendly.

In today's global economy, it's rare to hear of jobs being brought back to a manufacturer's country of origin, but IK was able to do so by leveraging the skills and traditions of its native territory.



Modena, a highly entrepreneurial city in the North of Italy, and its surrounding area, is known for being the sports car capital of the world, and is home to factories for Ferrari, Maserati, Lamborghini, Ducati and more. The area is synonymous with high-quality, high-tech craftsmanship that is unmatched in the world. Beyond just automobiles, the region's industries have long specialized in advanced electronics, precision mechanics and plastic molding. IK was able to tap into this rich business ecosystem when setting up manufacturing facilities for its high-tech line of accessories.

For more information:

[www.ikmultimedia.com](http://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. iRig®, AmpliTube®, SampleTank®, T-RackS® are registered 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.*