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FOR IMMEDIATE RELEASE

IK Multimedia releases new official ENGL models in AmpliTube® Custom Shop for Mac/PC

New high-gain ENGL E650 and Powerball amps give players more power tools for crafting their metal and rock tones in their DAW

April 10, 2014 - IK Multimedia, the global leader in digital modeling technology, announced today a new release of AmpliTube Custom Shop for Mac and PC that includes top models from THE high-gain German amplifier manufacturer ENGL. These new models give metal and classic to modern hard rock players new high-end power tools to perfectly sculpt their tones in their DAW.



ENGL E650

The E650 all-tube amp head is an ENGL signature model that brings an incredible range of rhythm and high-gain lead tones from a dual mode amp. It delivers a vast array of tones from sparkling clean to bone-crunching distortion, and everything in between thanks to its two switchable channels with different gain ranges, a shared EQ section and a contour button that boosts the mid-frequency range between 200 and 500k, and bright switches for boosting the upper treble range. The ENGL E650 conjures up classic rock-god tones from the 80s and 90s as well as heavy crunch and distortion for tomorrow's tone connoisseurs.

ENGL Powerball

The ENGL Powerball model is based on one of the most powerful modern high-gain amplifiers. It is highly regarded for heavy rhythm tones and its many sound-sculpting options. The Powerball model has two main channels, and then each channel has two different modes. Channel I offers "Clean" and "Crunch", and Channel II has "Low Lead" and "High Lead". It has the power and flexibility to create everything from modern super high-gain leads to heavy crunch rhythms to ultra-clear clean tones.

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ENGL Cabinets

The new AmpliTube CS release also features two matched ENGL speaker cabinets: the E412 Standard and the E412 Pro XXL. These perfect companion cabinets are capable of rendering the complex harmonic structure, razor sharp attack and massive low end thump of the amplifiers at their best, without losing anything in the midrange frequencies.

AmpliTube Custom Shop

The AmpliTube Custom Shop for Mac/PC is a free DAW plug-in and standalone app that gives players access to some of the most sought-after analog and digital music gear. Once installed, it allows players to browse collections of gear models from the world's top manufacturers of gear including Fender®, Ampeg®, Orange®, Soldano®, Seymour Duncan®, Jet City®, Gallien-Krueger® and more, plus signature gear from artists like Slash and the late Jimi Hendrix. Players can buy individual pieces of gear using Custom Shop gear credits or entire collections with gear credits or currency.

Plugging In

With IK Multimedia's range of interfaces for mobile devices and Mac/PC, getting guitar signal to AmpliTube is as simple as plugging into an amplifier. iRig HD and iRig PRO are the newest digital interfaces that allow players to plug into an iPhone, iPad, iPod touch and a Mac or PC* and delivers pristine quality pure guitar signal.

**Support using the ASIO4ALL driver on Windows® XP, Vista, 7 or 8.*

Pricing & Availability

To access the new gear models in the AmpliTube Custom Shop, users need to download AmpliTube version 3.12, which is also a free update for current AmpliTube owners, and is available for Mac/PC. The gear models in the Custom Shop are sold using Gear Credits and are priced between 5 and 30 credits each. Gear Credit Packs start as low as \$19.99/€15.99 (for 20 credits) and go up to \$749.99/€639.99* (for 1,500 credits).

**Prices exclude taxes.*

For more information about AmpliTube Custom Shop, please visit

www.amplitube.com/customshop

For more information about IK's range of interfaces and accessories for iPhone, iPad, iPod touch and Mac/PC, please visit www.ikmultimedia.com/interfaces

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 two 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® HD, and iRig® PRO are trademarks property of IK Multimedia Production. iPhone®, iPad®, iPod touch®, Mac and the Mac logo are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. Windows and the Windows logo are trademarks or registered trademarks of Microsoft Corporation in the U.S. and other countries. All other product names and trademarks mentioned are the property of their respective owners, which are in no way associated or affiliated with IK Multimedia. AMPEG® is a trademark of LOUD Technologies, Inc. FENDER™ is a registered trademark of Fender Musical Instruments Corporation. ORANGE® is a registered trademark property of Orange Music Electronic Company Ltd. SEYMOUR DUNCAN™ is trademark property of Carter Duncan Corporation. SOLDANO™ is trademark property of Gremlin Inc. DBA Soldano Custom Amplification CORPORATION WASHINGTON. GALLIEN-KRUEGER® is a registered trademark of Gallien-Krueger Corporation. JET CITY AMPLIFICATION 333™ is trademark property of 333 Enterprises Incorporated DBA Jet City Amplification CORPORATION WASHINGTON. Jimi Hendrix™ name used under license of Authentic Hendrix, LLC. © TM Authentic Hendrix, LLC.