



IK Multimedia Production Srl

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FOR IMMEDIATE RELEASE

AmpliTube Custom Shop Now Shipping From IK Multimedia

A new tone shopping experience for software plug-ins

April 2011, Modena, Italy – IK Multimedia is proud to announce the release of **AmpliTube 3 Custom Shop**, the updated 3.5 version of IK's leading amp and effects modeling software. The Custom Shop is an entirely new tone shopping experience that is like visiting a real guitar store, but one that is open 24/7 right in the comfort of your own studio. The AmpliTube Custom Shop has the widest offering of legendary, officially certified brands and a price model affordable to anyone for building your truly custom tone.



Every new user can start by downloading a FREE, fully functional version of AmpliTube 3 – both a standalone application and plug-in – with a collection of 24

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gear models (9 stomp boxes, 4 amplifiers, 5 cabinets, 3 microphones, 2 rack effects and digital tuner) for recording and mixing in their favorite Mac/Win DAW, for playing on stage or practicing at home.

Then with the new Custom Shop feature – directly accessible within AmpliTube using an online connection – over 200 gear models of stomp boxes, amplifiers, cabinets, microphones and rack effects can be browsed, auditioned and purchased à la carte.

These include officially certified models from legendary guitar and bass brands such as **Fender™**, **Ampeg®**, **Orange®**, **Soldano™**, **Groove Tubes®**, **Gallien-Krueger®**, **Jet City Amplification™**, **THD®**, **T-Rex®** and many others, with more models and brands coming in the future. Each model can be tested for free (for a period of 2 days every 2 months) before purchase, just like trying out an amp in a physical guitar shop.

Gear models are sold in the Custom Shop using Gear Credits and are priced between 5 and 20 credits each. Gear Credits are sold in packs from a minimum of 20 credits to a maximum of 500 credits, with individual gear models starting as low as \$3 each!

With the AmpliTube 3 Custom Shop, now everybody can build their own personal gear collection with a level of customization never seen before and at prices never so affordable.

Current AmpliTube 3 users will be able to download the new 3.5 version for free and have full access to the new Custom Shop as well as many new features: 64-bit plug-in compatibility, an improved preset browser with full graphical display of the rig, 4,000 new “patch” slots that store controller information with the presets, improved integration with IK’s range of controllers (like the StealthPedal and StompIO) with full programmability directly from AmpliTube, improved MIDI control, “sequences” for organizing live playing presets and much more.

24 brand new, previously unreleased amp and effects models from Fender™, Orange®, Soldano™, T-Rex® and more are available at the opening of the Custom Shop for previous AmpliTube 3 users to expand their collections using the new à la carte purchase model.

Users of AmpliTube Fender™, Ampeg® SVX, AmpliTube Metal, AmpliTube Jimi Hendrix™ and AmpliTube 2 Live will be able to use all of their existing gear models in the new AmpliTube 3 FREE version which includes the Custom Shop. All the user’s gear is available inside the new AmpliTube 3 “shell” which allows users to take advantage of the full features of AmpliTube 3 that were not available in their packages – similar to what was previously done with AmpliTube X-GEAR – as well as access the new Custom Shop to expand their model collections. All other registered IK users will also find AmpliTube 3 FREE in their user area for immediate download.



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Range, pricing and availability

- The AmpliTube Custom Shop is available now in both free and full versions of AmpliTube 3.
- New IK users can download the Free version by registering here: www.amplitube.com/customshop/download
- The Free version is also now available in the IK user area for existing users of AmpliTube Fender™, Ampeg® SVX, AmpliTube Metal, AmpliTube Jimi Hendrix™ and AmpliTube 2 Live along with every other registered IK user.
- The full version of AmpliTube 3 with the new Custom Shop is a free update for all previous AmpliTube 3 users and can be immediately downloaded from their user area.
- Credit Packs for purchasing single à la carte models start as low as \$19.99/€14.99 (for 20 credits) and go up to \$299.99/€224.99 (for 500 credits) with these options:

Gear Credit Packs (excl. Tax)		Credits	Single Credit Value	
\$19.99	€ 14,99	20	\$1.00	€ 0,75
\$39.99	€ 29,99	45	\$0.89	€ 0,67
\$59.99	€ 44,99	70	\$0.86	€ 0,64
\$99.99	€ 74,99	125	\$0.80	€ 0,60
\$199.99	€ 149,99	300	\$0.67	€ 0,50
\$299.99	€ 224,99	500	\$0.60	€ 0,45

JamPoints (IK's reward system) can be applied (and earned) on every Gear Credit Pack purchase for a discount of up to 50% making gear prices even more affordable.

For more information and demos, please visit: www.amplitube.com/customshop

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 trademark property of IK Multimedia Production Srl. All other product names and images, trademarks and artists names 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. Groove Tubes® is a registered trademark of Fender Musical Instruments Corporation. GALLIEN-KRUEGER® is a registered trademark of Gallien-Krueger Corporation. ORANGE® is a registered trademark property of Orange Music Electronic Company Ltd. THD® is a trademark of THD Electronics Ltd. JET CITY AMPLIFICATION 333™ is trademark property of 333 Enterprises Incorporated DBA Jet City Amplification CORPORATION WASHINGTON. SEYMOUR DUNCAN™ is trademark property of Carter Duncan Corporation. SOLDANO™ is trademark property of Gremlin Inc. DBA Soldano Custom Amplification CORPORATION WASHINGTON. T-REX ENGINEERING™ is trademark property of T-Rex Engineering ApS CORPORATION DENMARK.



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