



IK Multimedia Production Srl

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

FOR IMMEDIATE RELEASE

IK Multimedia AmpliTube® iRig™ Now Shipping

New iRig adapter and AmpliTube app turn iPhone, iPod, iPad into the ultimate portable guitar & bass multi-fx.

July 2010 – IK Multimedia is pleased to announce that the iRig™ guitar and bass interface adapter for iPhone, iPod Touch and iPad is now shipping worldwide. The new iRig interface allows guitar and bass players to plug their instruments directly into the headphone/microphone input jack on their mobile Apple device and access the new world of mobile guitar and bass tone – AmpliTube for iPhone.

iRig features:

- ¼" jack mono instruments input with Hi-Z impedance adapter - suitable for guitars, bass, synthesizers, mixing consoles
- 1/8" mini-jack stereo output can be connected to headphones, amplifiers, powered speakers
- Compatible with iPhone 3G, 3GS, 4, iPod Touch 2nd and 3rd generation, iPad
- Ultra-low latency (down to 128 samples) for real time playing with AmpliTube
- Feedback cancellation and noise filter available in AmpliTube
- Works also with any other apps like tuners, recorders, etc...



iRig + AmpliTube iPhone - Your Guitar Tone On Your iPhone

Combined with the AmpliTube app range (FREE, LE and FULL versions already available on the iTunes app store) the iRig interface adapter allows everyone to plug their instrument into their iOS mobile device and play anywhere with real effects and amplifier tones, just like a traditional guitar or bass stage rig!

In the app, your signal chain can consist of up to 3 simultaneous stompbox effects plus amplifier, cabinet and microphone, all reconfigurable with the touch of a finger. Choose from **11 stompbox effects** (including fuzz, distortion, overdrive, flanger, delay, wah, envelope filter, chorus, flanger, noise filter and octave) **5 amps** (clean, crunch, lead overdrive, modern hi-gain and bass), **5 cabinets** and **2 microphones** to create your custom portable

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

rig.

Additional Tuner, Metronome and Backing-Track player with loop-points, allow to play and practice anytime, anywhere.

The iRig is the ideal companion not only to the AmpliTube mobile app range, but also works with any other recording, processing or tuning app.

Plus, you can also use the iRig with line level signal sources such as synthesizers, keyboards or mixing consoles.

Pricing and availability

AmpliTube iRig — Retails for \$39.99/€29.99 MSRP (exc. VAT) and is now available for shipping from the IK online store, as well as from all select IK Retailers and distributors worldwide.

AmpliTube for iPhone app is available in 3 versions from the iTunes app store: FREE, LE and FULL.

- AmpliTube Free: Includes 3 stompboxes, 1 amp+cabinet, 2 microphones.
- AmpliTube LE: Includes 5 stompboxes, 1 amplifier + cabinet, 2 microphones for \$2.99/€2.39. (More gear through in-app purchase for as low as \$2.99/€2.39)
- AmpliTube FULL: Includes the entire collection of available gear with 11 stompboxes, 5 amps + cabinets and 2 microphones for \$19.99/€15.99.

A dedicated iPad version of AmpliTube app is also expected to be available soon. For more information:

<http://www.amplitube.com/irig>

Warm regards,

Starr Ackermanstarr.ackerman@ikmultimedia.com

N/C/S American PR Manager

Tiia Hassinentiia.hassinen@ikmultimedia.com

Europe and International PR Manager

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® and iRig™ are 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.

