

**IK Multimedia Production Srl**

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FOR IMMEDIATE RELEASE**IK Multimedia Releases AmpliTube 3.7: new Jet City Amplification™ and other models in the Custom Shop**

*Seven highly requested new gear models
and an updated Authorization Manager*

October 2011, Modena, Italy – IK Multimedia is pleased to announce version 3.7 of AmpliTube 3 and AmpliTube Custom Shop. This version is a free update for current users of previous AmpliTube 3 versions and is available now in the User Area on the IK Multimedia web site.

The new version of AmpliTube 3 and AmpliTube Custom Shop welcomes the addition of Officially Certified Jet City Amplification products, the JCA20H and JCA100H amp heads, as well as new two new models of high gain amps, a new cabinet and two new microphone models.

AmpliTube version 3.7 also features a new Authorization Manager that will automatically restore a user's purchases in the new version, plus allows for offline authorization of the AmpliTube Custom Shop products for computers not connected to the Internet.

New Gear:**Officially Certified Jet City Amplification Models: The JCA100H & JCA20H**

- *Jet City Amplification JCA20H™ designed by Michael Soldano – a 20-watt single channel all-tube head*
- *Jet City Amplification JCA100H™ designed by Michael Soldano – a 100-watt dual channel all-tube head*

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Other new models in AmpliTube Custom Shop v. 3.7:

- *German Gain: based on a popular dual channel, dual mode German engineered high gain amplifier head*
- *New Microphone models:*
 - *Bottle 563 based on a vintage bottle tube condenser microphone*
 - *TubeVM based on a popular high-end tube condenser microphone*



- *HiAmp: based on a popular British 100 watt dual channel head*
- *HiAmp 4x12 Cabinet based on a popular British 4 x 12" cab*

Additional Features in AmpliTube v. 3.7:

Auto-Restore: Now AmpliTube 3 will automatically restore all previously purchased AmpliTube products. Users no longer have to manually "restore gear" in the Custom shop when switching from previous versions.

Offline Authorization: When using computers that are not connected to the Internet, the new Authorization manager features an offline procedure to unlock Custom Shop gear models.

- Now compatible with Lion, OSX 10.7.
- Other improvements include a fix for the proper use of touch automation in host DAWs and an issue that was corrupting the default gear models preset.

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About the AmpliTube Custom Shop:

The AmpliTube Custom Shop is the best way to try and buy gear 24/7 from the comfort of your own studio. It is a new plug-in and standalone platform that allows players to purchase gear **one piece at a time**, as they need it. Plus, players can demo fully functioning gear for a period of two days, making AmpliTube Custom Shop the ultimate "try before you buy" experience. AmpliTube with the included online Custom Shop is available as a free download from the IK Multimedia web site that comes equipped with 24 pieces of gear. For more information on AmpliTube products, please visit www.ikmultimedia.com.

Pricing and availability

AmpliTube v. 3.7 is a free update to AmpliTube 3. Registered users are encouraged to download the new version from their user area on the IK Multimedia website. All new gear models are available now in the AmpliTube Custom Shop, the online store that offers a brand new way to try and buy gear models together with an unprecedented distribution and pricing model. Gear models in the Custom Shop are sold using Gear Credits and are priced between 5 and 20 credits each. Credits can be purchased from \$1.00 / €0.75 to \$0.60 / €0.45 per credit depending on Credit Pack purchased. Gear Credit Packs start as low as \$19.99 / €14.99 (for 20 credits) and go up to \$299.99 / €224.99 (for 500 credits).

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.

New IK users can download the Free version by registering here:

<http://www.ikmultimedia.com/amplitubefree/download/>

For more information on AmpliTube Custom Shop please visit:

<http://www.ikmultimedia.com/amplitubefree/>

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.

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