IK Multimedia Production Srl
Via dell'Industria, 46 - 41100 Modena - Italy
Phone: +39-059-285496 | Fax: +39-059-2861671

PRESS RELEASE

FOR IMMEDIATE RELEASE

IK Multimedia introduces the Authorization Manager for its line of software and plug-ins
Register and authorize IK Mac/PC products faster and more easily

November 2010 – IK Multimedia has completely reworked its registration and authorization system for its entire line of Mac/PC software and plug-ins and is pleased to announce the release of the new **Authorization Manager**. The Authorization Manager is a standalone application that greatly simplifies the registration and authorization process so users can be up and running with their IK software fast and hassle free.

Users can now launch the Authorization Manager standalone application to register and authorize all their IK software in one convenient interface, with a simple automated process. They no longer need to load multiple web pages on the IK site to register, authorize and use the software: it's now all done through the Authorization Manager application.

Features

· Streamlined registration/authorization — the new Authorization Manager now offers the ability to manage the registration and authorization processes, in few easy steps, all without leaving its simple interface.

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·   A more simplified process — now only the serial number is required. Pertinent registration information is now transmitted transparently, eliminating multiple user-intensive steps.

·   Multiple product activations – users who purchase more than one product can register and authorize all of them at the same time, eliminating multiple registration sessions. This feature is perfect for "bundle" owners or users registering more than one product in the same session.

·   Save time with offline authorization – the new Authorization Manager is equipped to guide users even if the computer where the IK products are being installed is not connected to the Internet.

Availability

Authorization Manager is a free standalone application that works with all the current IK Multimedia software products. All users, whether registered or not, can download it right now from the IK Multimedia website:

http://www.ikmultimedia.com/authorizationmanager/download

For more information, system requirements or Frequently Asked Questions please go to:

http://www.ikmultimedia.com/authorizationmanager

Warm regards,

<div style="text-align:center">

Starr Ackerman
starr.ackerman@ikmultimedia.com
N/C/S American PR Manager

Tiia Hassinen
tiia.hassinen@ikmultimedia.com
Europe and International PR Manager

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