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**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,

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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. 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. Mac and the Mac logo are trademarks of Apple Computer, Inc., registered in the U.S. and other countries.*