

IK Multimedia. Musicians First.



For immediate release

IK Multimedia adds ultra-compact iRig Keys MINI to the portable iRig KEYS range of universal MIDI controllers

The newest addition to IK's popular range of universal portable MIDI keyboard controllers features 25 velocity sensitive mini-keys, an ultra-compact size, universal plug-and-play compatibility for all platforms and over \$/€360 worth of mobile music creation apps and software

November 19, 2015 - IK Multimedia, the leader in mobile music creation technology, is pleased to announce that **iRig Keys MINI**, the newest addition to the immensely popular iRig KEYS universal MIDI controller range, is now shipping. iRig Keys MINI offers universal connectivity to a full-featured playing experience in an ultra-compact enclosure with 25 velocity sensitive mini-keys and full MIDI edit features, plus over \$/€360 worth of included apps and software. Now players, producers, sound designers and audio engineers can plug in and create anytime and anywhere with compact convenience on their iPhone, iPad, iPod touch, Android, Mac or PC.



Ultra-portable performance

iRig Keys MINI is the smallest keyboard controller in the iRig Keys range. It provides 25 velocity sensitive mini-keys and essential features like a volume/data knob and Octave Up/Down buttons, plus MIDI edit functions. Its footprint makes it one of the most compact and portable keyboards on the market – it fits in any laptop or gig bag or backpack with plenty of room to spare. Its size, combined with its light weight and functionality, provides for an unbeatable combination of mobile convenience and playability.

Complete compatibility

iRig Keys MINI offers universal compatibility with all popular mobile and desktop platforms. It comes with Lightning, Micro-USB to OTG and USB cables. This means that it can be immediately used with Lightning-compatible iOS devices, Android devices and Mac/PC right out of the box. In

IK Multimedia. Musicians First.



In addition, an optional 30-pin cable can also be purchased for use with 30-pin iOS devices. And no matter what device is used, iRig Keys MINI delivers a seamless plug-and-play experience thanks to built-in Core MIDI compatibility for iOS and USB class compliance.

Over \$/€360 worth of Killer apps and software included

Creativity starts immediately with iRig Keys MINI thanks to its extensive suite of included apps for iOS and Android, plus software for Mac/PC. These apps are powerful IK Multimedia fan favorites and they all come with extra material for registered iRig Keys MINI users.

iPhone, iPad and iPod touch users can download a complimentary version of **iGrand Piano** for iPhone and iPad, a concert-quality multi-velocity piano app that comes with 2 world-class piano sounds. 15 additional studio-grade instruments can be purchased from within the app. iOS users will also get the complimentary version of **SampleTank** for iPhone and iPad, a complete mobile sound and groove workstation with 23 included sounds that cover acoustic, electric, electronic and beyond, plus additional instrument collections are available via in-app purchase.

Android users can download: **iGrand Piano**, a complimentary Android version of the aforementioned piano app that includes the same world-class sounds as its iOS counterpart. And like that app, it comes with 2 stock pianos. And, Android users will also receive a complimentary version of **iLectric Piano**, a studio-quality electric piano app with a library of multi-velocity stereo instruments sampled from some of the most iconic electric pianos ever made. Users get 2 pianos to start, and iLectric piano is expandable with 15 additional studio-grade instruments via in-app purchase.

And, finally, computer users will receive **SampleTank 3 SE**, a special edition of the ultimate sound and groove workstation for Mac & PC with a 6.5 GB library of sounds that cover every instrument category from acoustic to ethnic, electronic to orchestral and beyond. Registration of iRig Keys MINI adds to this base library with a huge bundle of extra sounds in the form of The Grid add-on collection. Plus, users can choose 5 additional SampleTank instrument collections at no cost from its electronic-focused Elektronika and Beats series, and they receive 25 Custom Shop gear credits that can be used toward the purchase of additional SampleTank Instrument Collections.

iRig Keys MINI is also fully compatible with Apple's GarageBand and Logic Pro X, and compatible with a wide variety of third party apps and software, like Samsung Soundcamp, Cubasis, MultiTrack DAW and more.

Keys to creativity

iRig Keys MINI is a part of the iRig Keys range of universal MIDI controllers. This range also includes **iRig Keys**, an ultra-slim and extremely portable MIDI keyboard controller with 37 mini-keys and **iRig Keys PRO**, a portable keyboard that gives players the luxury of 37 full-sized keys in a controller that can be easily carried in a gig bag or backpack. With compact size and advanced features, the iRig Keys line offers keyboard players a portable playing experience like no other.

Pricing and availability

iRig Keys MINI is available now from music and electronics retailers worldwide, and from the IK online store, for \$/€79.99 (excluding taxes).

For more information about iRig Keys MINI, please visit:

IK Multimedia. Musicians First.



www.ikmultimedia.com/products/irigkeysmini

For more information about iRig Keys range, please visit:
www.irigkeys.com



Warm regards,

Starr Ackerman

starr.ackerman@ikmultimedia.com

N/C/S American PR Manager

Tiia Hassinen

tiia.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 millions of 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. iRig®, SampleTank®, iGrand Piano™, iElectric Piano™ are trademarks property of IK Multimedia Production. iPhone, iPad, iPod touch, Mac, GarageBand and Lightning are trademarks of Apple, Inc., registered in the U.S. and other countries. Android™ is a trademark of Google Inc. Samsung is a trademark of Samsung in the United States or other countries. All other trademarks are property of their respective owners.