



IK Multimedia Production Srl
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FOR IMMEDIATE RELEASE

**iRig Mic from IK Multimedia now shipping:
The first handheld microphone for iPhone and iPad**

*The professional condenser mic for iOS devices
for all your vocal and mobile sound needs.*

March 2011, Modena, Italy – IK Multimedia is proud to announce that iRig™ Mic - the first handheld quality condenser microphone for iPhone®, iPod touch® and iPad® - is now shipping.



iRig Mic is ideal for the vocalist and songwriter on the move, and it is also perfect for recording speeches, instruments, performances or any other sound sources in the studio, on stage or in the field.

The iRig Mic features a highly unidirectional condenser-electret microphone capsule that provides quality recording in both close and distant mic conditions. Its real-time

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monitoring with its dual mini-jack connector and rugged metal body makes it road-ready for the mobile musician.

The familiar shape of iRig Mic is perfect for handheld performance, plus it can be mounted on any mic stand leaving your hands free for operating the app on your iOS device. A three-level gain switch makes it instantly adjustable for any sound pressure condition from soft speaking to loud playing.

iRig Mic also comes* with a suite of IK's apps: VocaLive Free (for vocalists and songwriters), iRig Recorder (the new IK free audio recording app ... coming soon) and AmpliTube Free (for guitarists and songwriters).

iRig Mic also works with a wide variety of other vocal and audio recording and processing apps for the iOS platform.



iRig Mic features:

- Ideal for all vocal applications from singing to speech
- Great for all types of sound recording or processing for music, voiceovers or any other audio application
- Quality condenser-electret unidirectional capsule
- Dual mini-jack connector allows real-time monitoring on headphones, speakers, mixers and PAs
- Rugged, durable metal housing
- Easy to set-up for any sound source
- Can be handheld or placed on a standard mic stand
- Comes with apps for singing, speaking and songwriting
- Can be used with a variety of other apps including GarageBand for iPad
- Compatible with any iPhone, iPod touch (with mic input) and iPad

• Ideal for vocalists

Vocalists will find the iRig Mic to be their ideal companion for capturing their voice in high fidelity for real-time audio processing during live performances or recording sessions. iRig Mic's accurate unidirectional pattern and superior ability to handle high audio pressure levels ensures high-quality, crisp, clean vocal reproduction - even in noisy environments - with no distortion.

• Suitable for all types of sound recording

Musicians will love the versatility of iRig Mic for recording and accurately reproducing



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their acoustic instruments, amplified instruments or even their band performances and concerts. Audiophiles will have an indispensable tool for recording high quality podcasts, speeches, lessons, interviews, video soundtracks or any other source that you want to record on the go.

- **Real time monitoring**

The iRig Mic dual in/out mini-jack connector allows for real time monitoring without disconnecting the mic. Its stereo mini-jack output connects easily to traditional headphones and earbuds or line input to mixers, powered speakers, amplifiers and PA systems.

- **Easy to set-up and operate**

The three level gain switch (for low, medium and high sound pressure sources) make setting up iRig Mic a breeze, and its familiar shape allows you to hold it comfortably with one hand or place it on any standard microphone stand. Its mini-jack connector and 2m/6.5 ft. cable makes it easy to record any sound source while keeping the iOS device at a convenient distance for app operation.

- **Includes apps for singing, songwriting and speaking**

For singers and vocalists, the new VocaLive free app included* with iRig Mic offers a suite of real-time effects dedicated to live vocal processing like the Choir harmonizer, Pitch Fix, Double, De-esser and more along with advanced sing-along and recording features including a "No Voice" vocal eliminator for singing along with existing tracks. The included* AmpliTube Free app is the perfect companion for songwriters and features real-time guitar and bass effects, recording and mastering capabilities. The included* iRig Recorder (coming soon) is IK's new app for quick audio recording and processing - so easy to operate that it can be used by everybody, including non-musicians.

- **Can be used with a wide variety of apps**

iRig Mic can be used with any iOS app that uses the microphone input of the iPhone, iPod Touch or iPad for its audio input. This includes a wide range of music apps for audio recording and processing (including the new GarageBand for iPad) as well as sing-along apps. This makes iRig Mic perfect for both professional music creation and for personal entertainment: video apps, multimedia and gaming apps and thousands more.



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** Free version downloadable from the iTunes App Store.*

Pricing and availability

iRig Mic is now available directly from IK online store and from select music and electronic retailers worldwide for only \$59.99/€49.99 (excluding tax). For more information:

www.ikmultimedia.com/irigmic

<http://www.ikmultimedia.com/irigmic/videodemo>

<http://www.ikmultimedia.com/irigmic/audiodemo>

Warm regards,

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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®, GrooveMaker®, VocaLive™ 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.