



IK Multimedia Production Srl
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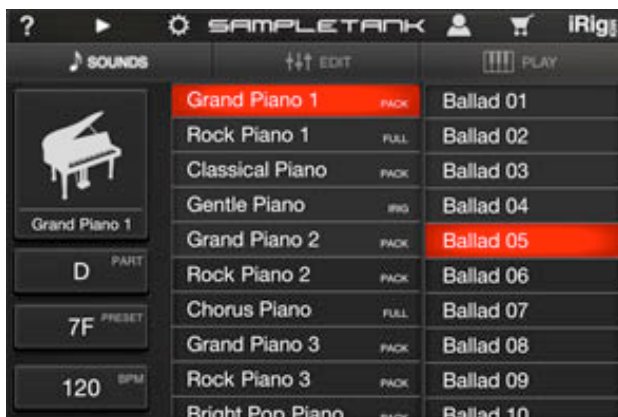
FOR IMMEDIATE RELEASE

SampleTank for iPhone/iPod touch now available from IK Multimedia

The first pro-quality sound and groove module for iOS

October 2011, Modena, Italy – IK Multimedia is proud to announce that **SampleTank®** for iPhone/iPod touch is now available in the iTunes App store. SampleTank is the first pro-quality, sample-based sound and groove module available for the iOS mobile platform. Keyboard players, producers and musicians will now have access to hundreds of extremely realistic acoustic, electric and electronic instruments, and professionally programmed patterns, anytime and everywhere, directly from their iOS devices.

SampleTank can be played directly from the app or can be used live with any MIDI keyboard or pad controller with the just released **iRig™ MIDI** interface adapter from IK Multimedia. Together with iRig MIDI, SampleTank offers the most portable and best quality sound and groove module solution for mobile musicians to date.



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The higher quality of SampleTank's sounds distinguishes it from other sample-based instruments available on the iOS. The sounds are derived from the award-winning desktop version of SampleTank, which has been used on countless records and productions by world-class artists and producers. Furthermore, new premium instruments have been recorded especially for the new iOS app.

The sheer number of instruments in every possible sound category also sets SampleTank apart from what you would normally expect from an iOS instrument and represents a milestone for the platform. There are currently **over 400** sounds available in SampleTank with a huge selection of Pianos, Organs, Strings, Bases, Guitars, Drums, Synths, Woodwinds, Brass, Ethnic Instruments, Percussion and more all instantly accessible from a single app.

For instant inspiration, SampleTank also includes **over 900** professionally pre-programmed patterns and groove sequences for every instrument category that can be played easily – even by non-keyboard players – and combined for making high-quality music simply with just one touch. When it comes to grooves and drumbeats, SampleTank also offers an astounding variety of drum kits and groove styles that spans every music genre from classic Blues, Rock, Soul to modern Hip-Hop, R&B, Techno, House and more making it an extremely powerful drum and rhythm machine.

Additionally, every SampleTank sound is “production-ready” since it comes with pre-programmed built-in effects of the highest quality for the platform to further emphasize the musicality and character of sounds.

The SampleTank interface has been designed from the ground up especially for the iOS platform and has been studied for the greatest ease of use on mobile devices through its 3 main sections: Sounds, Edit, Play. On the Sounds page, the user can quickly browse and audition the hundreds of available sounds and patterns, which are neatly organized in easily recognizable icon-based categories. Here users can play up to 4 simultaneous instruments and save or recall them using the built-in presets system. On the Edit page, instruments can be personalized through easy-to-understand knobs for immediate sound and effect parameter tweaking. The Play page offers a convenient play environment for every type of musicians with its double piano keyboard, scale-based keyboard or drum pads.

SampleTank features

- 4-part multi-timbral professional quality sound and groove module
- Expandable sound library with more than 400 instruments in 16 categories
- Huge selection of melodic and rhythmic patterns for accompaniment or groove creation
- Built-in insert effects and master reverb
- Easy-to-use, intuitive mobile interface
- Sound and effects editing with multiple parameters

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- Play interface with piano keyboard, scale-based keyboard and drum pads
- Compatible with iPhone 4, iPhone 3GS, iPod touch 4th and 3rd generation, iPad 2 and iPad with iOS 4.3 and newer
- Designed in concert with **iRig MIDI** interface for iOS devices
- Free version also available soon

**Pricing and availability**

SampleTank for iPhone/iPod touch is now available on the iTunes App store at an introductory price of only \$9.99/€7.99 with 72 high-quality instruments and hundreds of patterns included. A free version of SampleTank will also be available with 8 sounds plus their selection of patterns. Additional 22 expansion sound packs are available for in-app purchase starting from as low as \$4.99/€3.99 each or all together for a competitive bundle price. Owners of iRig MIDI will also get an exclusive sound-set of 48 sounds for free simply by registering.

An iPad version of SampleTank is also in development and will be available soon.

For more information:

www.sampletank.com/ios

www.irigmidi.com

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. SampleTank®, AmpliTube®, 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.