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FOR IMMEDIATE RELEASE

IK Multimedia announces iRig UA, the first universal guitar effects processor and interface for all Android devices

Now Android musicians can finally enjoy AmpliTube real time guitar amp and effects thanks to IK Multimedia's new digital effects processor and interface

January 21, 2015 - IK Multimedia, the leader in mobile music creation technology, is pleased to announce **iRig® UA**, the first digital effects processor and interface to allow universal near-zero latency guitar processing with **AmpliTube® UA** on all devices with Android 4.0 or higher and that support USB host mode/USB OTG. iRig UA represents a paradigm shift for Android users, that for the first time, will now be able to experience high-quality real time effects processing on any Android device.



IK has solved the issue of Android platform fragmentation and OS latency by moving the DSP (Digital Signal Processing) to iRig UA. The solution lies both in the iRig UA and its companion app, AmpliTube UA. An advanced built-in digital signal processing chip directly inside iRig UA provides for the latest generation of mobile modeling technology, while the AmpliTube UA control app provides an easy to use graphic interface that lets users edit their guitar rig and save or recall

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presets instantaneously.

iRig UA is a universal Android solution that is able to produce rock solid performances, high-quality sound and near-zero latency on virtually any Android device running Android 4.0 OS or later and supporting USB host mode/USB OTG, including models from Samsung, Sony, Motorola, LG, HTC, Xiaomi and many more.

Plug-and-play on Android

iRig UA features a built-in high performance 32-bit DSP, a 24-bit A/D converter, 44.1/48KHz sample rate, a crystal clear low-noise instrument preamp and an ultra-compact enclosure. With its premium specifications, it's able to provide great sound, better playability, extreme portability and an unprecedented cross-platform compatibility.

iRig UA's on-board digital signal processor works in conjunction with AmpliTube UA, a special version of IK's powerful guitar and bass multi-effects processor designed specifically for use with iRig UA. And because all of the processing is handled on iRig UA, and not on the Android device, it's able to provide consistent near-zero latency performance (down to 2 ms round-trip total latency) that's independent of the make and model of the connected smartphone or tablet. Or, in other words, it offers the plug-and-play performance that mobile musicians with Android devices crave.

For added versatility, iRig UA can also be used as a digital recording interface when connected to a Samsung Professional Audio compatible device or smartphone or tablet with Android 5.0. With iRig UA, the most popular mobile digital guitar interface and virtual guitar multi-effects processor app have finally landed on Android.

AmpliTube UA has landed

iRig UA comes with AmpliTube UA, a full-featured version of the guitar and bass multi-effects processing app that revolutionized the way musicians make music while on the go. AmpliTube UA provides a generous and expandable library of highly versatile models of some of the most coveted gear in music history. It lets users create and process their tone with a guitar or bass rig with 3 stompbox effects, an amplifier and cabinet with IK's accurate volumetric response modeling, a microphone and a tuner. AmpliTube UA also lets musicians get even more creative by letting them place their stompbox effects either before or after their amplifier.

Superior sound

In order to provide the best possible playing experience, iRig UA offers everything needed for audiophile-quality sound. Like IK's other high-end interfaces, it features a 24-bit A/D converter with a 44.1/48kHz sampling rate and a crystal clear low-noise instrument preamp. These features allow it to deliver excellent sound and incredibly satisfying playability, no matter whether it's used as a processor or digital recording interface.

Comprehensively connectible

The pairing of iRig UA and AmpliTube UA is perfect for on-the-go practice. iRig UA features a 1/4" input for a guitar, bass or other line-level instrument, a micro-USB to OTG cable and an 1/8" headphone output with volume control. It also sports a 1/8" AUX input that lets musicians connect any sound source so they can jam along to their favorite tunes with the power of AmpliTube.

Pricing and availability

iRig UA will be available Q2, 2015 from music and electronics retailers worldwide, and from the IK

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online store, for only \$99.99/€79.99 (excluding taxes). The AmpliTube UA app will be available at iRig UA release for free from the Google Play store.

For more information, please visit: **www.irigua.com**

To see the official video of iRig UA in action, go to: **www.irigua.com/video**

Third parties interested in developing for the iRig UA platform can contact us at:
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Warm regards,

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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® and AmpliTube® are trademarks property of IK Multimedia Production. Android™ is a trademark of Google Inc. All other trademarks are property of their respective owners. All other trademarks are property of their respective owners.