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For immediate release

IK Multimedia releases iRig Mic Lav - Broadcast audio goes mobile

IK's new iRig Mic Lav mobile lavalier microphone delivers professional quality audio - plus the ability to monitor and use two mics to record on one device - in a compact size for videographers, broadcasters, presenters and more on mobile devices

October 20, 2015 - IK Multimedia, the leader in mobile audio technology, is pleased to announce that it's now shipping **iRig® Mic Lav**, the ultra-affordable, compact, chainable and professional-quality lavalier microphone with built-in monitoring ability for iPhone, iPad, iPod touch and Android.



Designed to be the ideal mobile audio solution for video, web, film, television and other broadcasting purposes, it features a high-quality omnidirectional condenser capsule, a foam pop shield, a durable secure mounting clip, on-board monitoring output and a generous cable length. It has a chainable input jack for using two mics with one device and a comprehensive arsenal of convenient features all bundled into a rugged, durable and roadworthy lavalier microphone that can be used with virtually all mobile devices.

Powerful, portable performance

iRig Mic Lav is a compact microphone with a lot of power. It's been designed to meet the exacting demands of broadcast professionals - it sports an omnidirectional condenser capsule with a 30Hz - 16kHz frequency range that captures stunning crystal-clear audio from all directions. Its included foam pop filter eliminates vocal plosives, wind noises and

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other undesired sounds. It can be easily mounted on a t-shirt, lapel or other material thanks to its durable mounting clip. And its 150cm/66" cable provides plenty of length to work with while recording in the field.

Effortless monitoring

Capturing great audio in the field requires more than just superior microphone technology. A crucial element of recording quality material is being able to monitor sound as it's being recorded or streamed. Not all lavalier microphones come with on-board monitoring, but **iRig Mic Lav** does. In fact, among major brands, it's the first mobile lavalier microphone to offer this feature. It comes with a combo 1/8" TRRS port that can be used to output audio to a pair of headphones. Users just need to set the toggle switch next to the port to "monitor" and then they can plug in their favorite pair of headphones to start monitoring.

Chainable - Double the flexibility

What truly sets iRig Mic Lav apart is the ability to use two of them with one device to record two audio sources simultaneously, such as a broadcast interview with two participants. No additional hardware is required to accomplish this. **iRig Mic Lav** includes a dual-purpose 1/8" TRRS input jack that can be used to connect a second iRig Mic Lav or headphones for monitoring. Users simply set the toggle switch to "input" and then plug a second iRig Mic Lav in to record with two microphones. To monitor a dual iRig Mic Lav setup, users simply need to set the switch on the second iRig Mic Lav's jack to "monitor" and then insert their preferred headphones.

Two iRig Mic Lavs can be purchased together via the **iRig Mic Lav 2 Pack**. A convenient and cost-effective option, it's a bundle that gives users two iRig Mic Lavs for \$/€20 less than if they were purchased individually.

Go mobile

One thing about fieldwork is that one never knows what mobile device they'll have on them at any given time. This can be a problem if a microphone is specifically made for one type of device. Fortunately, this is not an issue with **iRig Mic Lav**. Its analog 1/8" TRRS jack captures the same high-quality audio no matter whether it's plugged into an iPhone or Android device with a compatible TRRS input jack compliant with the CTIA/AHJ wiring standard.

Powered up with apps

iRig Mic Lav is ready to go right out of the box thanks to its powerful suite of included apps. **iRig® Recorder*** for iPhone, iPad and Android are straightforward audio capture apps that are great for everyone from journalists who need to make recordings in the field to podcasters who want to broadcast while on the go, and everyone in between. **VocaLive™*** is an expandable, powerful effects processor and multi-track recording app that's perfect for adding a creative touch to recordings. **Mic Room*** is a powerful and easy-to-use microphone modeling app for iPhone or iPad. **EZ Voice™*** for iPhone, iPad and Android are streamlined and easy-to-use apps that make it easy to practice and

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record over any song stored in the device music library.

**Free versions are available on the App Store, Google Play Store or Samsung Galaxy Apps.*

Presenting with iRig Mic Lav

Another great use for iRig Mic Lav is making small group presentations - when used with EZ Voice or VocaLive and a portable powered speaker, like **iLoud®**, iRig Mic Lav makes a great "hands-free" portable PA that fits in a briefcase for trade shows and small group gatherings.

Pricing and availability

iRig Mic Lav is now shipping and available from music and electronics retailers worldwide, and from the IK online store, for only \$/€49.99 (excluding taxes).

iRig Mic Lav 2 Pack, a bundle that comes with two iRig Mic Lav units, is also available for preorder for just \$/€79.99 (excluding taxes) and will be available in November.

For more information, please visit:

www.irigmiclav.com

To see the official video of iRig Mic Lav in action, go to:

www.irigmiclav.com/videos

For information about IK's iRig Mic family of products, go to:

www.irigmic.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

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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®, iLoud®, VocaLive™, EZ Voice™ are trademarks property of IK Multimedia Production. iPhone, iPad and iPod touch are trademarks or service 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.*