



**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

**FOR IMMEDIATE RELEASE**

## **IK Multimedia Releases AmpliTube Slash**

*Apocalyptic tone on your iPhone, iPod touch, iPad and Mac/PC*

**June 2012** – IK Multimedia is proud to release **AmpliTube® Slash**, the official Slash apps and software that let you play, practice and record with Slash's signature pedals and amplifiers on the iPhone®, iPod touch®, iPad® and Mac®/PC.



All versions of AmpliTube Slash feature models of the signature gear used by Slash in the studio and for his live performances. Now users can rock with models of the legendary Marshall® amplifiers used by Slash together with his signature guitar pedals. Also included is a comprehensive collection of Slash's guitar tone settings provided as starting points for tone tweaking or playing along.

Additionally AmpliTube Slash provides a fully integrated multi-track recording studio for capturing ideas quickly and easily or producing entire songs and compositions. A robust song player section gives users the ability to play along with songs or backing tracks by importing them directly from their device library or computer.

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

"My new album, *Apocalyptic Love*, was entirely written while we were on tour," states Slash, adding, "If we are not performing we're traveling, so there is little time for creating music. By using my iPhone along with IK's AmpliTube and iRig I was able to capture whatever ideas I had swimming in my head, usually around 4am."

"AmpliTube iRig comes in really handy for on-the-go practicing, recording, or just jamming on different ideas – even if it's on the bus – it's right with me all the time", Slash adds, "I'll do some tweaks on the Marshall's, but there are also different effects that are available including distortion, chorus, auto wah and more."

### **Superior Modeling – The Real Deal**

IK worked closely with Slash to model his entire rig comprised of 2 must-have classic rock amplifiers – the Marshall JCM Slash Edition Silver Jubilee and the Marshall AFD100 – both equipped with Slash's favorite 1960 Marshall speaker cabinet. Together with these sought-after amplifiers users will be able to choose from 6 stompbox effects that includes Slash's signature Delay, Gate, Octave/Fuzz, Chorus, Booster and Wah/Distortion. The rig is fully configurable so that the signal chain can be freely customized depending upon the device used: 3 stompbox effects into an amp and cabinet on the iPhone/iPod touch; 4 stompbox effects and amp/cabinet/mic on the iPad, and up to 12 stompbox effect combinations into dual amp/cab/mic/room on the Mac/PC.

AmpliTube Slash is the latest addition to the family of official IK guitar and bass products that, thanks to IK's unmatched modeling technologies, features products with the best names in guitar effects and amplification such as Fender™, Ampeg®, Orange®, Soldano™, Seymour Duncan™, T-Rex® as well as legendary artist Jimi Hendrix™.

### **Hook up with Slash**

Users can plug their guitar into their iPhone, iPod touch or iPad using IK's extremely popular **iRig™** guitar interface adapter or the coming soon **iRig STOMP** pedal interface adapter. Users with Mac/PC can connect their guitar via USB port using IK's **StealthPedal™** digital audio interface pedal or **StealthPlug™** cable interface that now also works with iPad using Apple Camera Connection Kit.

### **Pricing and availability**

AmpliTube Slash for iPhone and iPad are now available on the App Store™ now at an introductory price of \$9.99/€7.99.

Existing users of AmpliTube for iPhone, iPod touch or iPad can purchase AmpliTube Slash as an in-app purchase for \$9.99/€7.99, or individual models a la carte starting at \$2.99/€1.99.

For Mac/PC users, AmpliTube Slash can be purchased inside AmpliTube Custom Shop for \$79.99/€59.99 (ex. Taxes), or individual models can be purchased a la

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

carte starting from \$5 each. AmpliTube Custom Shop can be downloaded for free at:

[www.amplitube.com/customshop](http://www.amplitube.com/customshop)

For more information on AmpliTube Slash:

[www.amplitube.com/slash](http://www.amplitube.com/slash)

For all other software products and guitar interfaces check out:

[www.ikmultimedia.com](http://www.ikmultimedia.com)

### More on Slash

Slash and his band featuring lead singer Myles Kennedy, drummer Brent Fitz and bassist Todd Kearns aka The Conspirators have just released their new album **APOCALYPTIC LOVE** on May 22<sup>nd</sup>, 2012 that has stormed onto the Billboard Top 200 Albums Chart at #4, marking the top rock debut for that week. All songs on APOCALYPTIC LOVE released on Slash's own Dik Hayd International, and distributed through EMI Label Services were written together by Slash and Myles Kennedy as they spent the last two years on tour all over the world. Slash and his band are currently on the road performing sold-out shows across the country and overseas. For up-to-date information, visit: <http://www.slashonline.com>

Warm regards,

**Starr Ackerman**[starr.ackerman@ikmultimedia.com](mailto:starr.ackerman@ikmultimedia.com)

N/C/S American PR Manager

**Tiia Hassinen**[tiia.hassinen@ikmultimedia.com](mailto: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 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®, iRig™, iRig™ STOMP, StealthPedal™ and StealthPlug™ 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. Mac, iPad, iPhone and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store™ is a service mark of Apple Inc. The Marshall logo is a registered trademark of Marshall Amplification Plc. used by permission. AMPEG® is a trademark of LOUD Technologies, Inc. FENDER™ is a registered trademark of Fender Musical Instruments Corporation. ORANGE® is a registered trademark property of Orange Music Electronic Company Ltd. SEYMOUR DUNCAN™ is trademark property of Carter Duncan Corporation. SOLDANO™ is trademark property of Gremlin Inc. DBA Soldano Custom Amplification CORPORATION WASHINGTON. T-REX ENGINEERING™ is trademark property of T-Rex Engineering ApS CORPORATION DENMARK. Jimi Hendrix™ name used under license of Authentic Hendrix, LLC. © TM Authentic Hendrix, LLC.*