



IK Multimedia Production Srl
Via dell'Industria, 46 - 41100 Modena - Italy
Phone: +39-059-285496 | Fax: +39-059-2861671

FOR IMMEDIATE RELEASE

IK Multimedia Announces AmpliTube Fender® 1.2 for iPhone, iPod touch and iPad

*Major update supports MIDI, digital audio,
Retina display and much more*

July 2012 – IK Multimedia - the leading brand of iOS music-making apps and accessories - announced today a major update of **AmpliTube® Fender** for iPhone, iPod touch and iPad. With over 480,000 downloads AmpliTube Fender is the standard guitar and bass amp and effects processor app when it comes to rocking out with legendary Fender tone on mobile iOS devices.

The new 1.2 version is a major update that offers MIDI integration and digital audio support, a redesigned recorder and mixer section, audio copy/paste, Retina display graphic updates and much more.



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At its most basic level, AmpliTube Fender for iPhone, iPod touch and iPad is an incredibly fun, intuitive guitar and bass rig that allows players to jam anywhere with world-class Fender tone. AmpliTube Fender features the essential Fender dream machines, including amplifiers like the '59 Bassman®, the Fender '65 Twin Reverb®, the Super-Sonic™, the '65 Deluxe Reverb® and the Pro Junior™, plus Fender stompbox models - the Fender Blender™, Overdrive, Tape Echo, Phaser and Compressor.

Additionally AmpliTube Fender includes the ability to record and compose entire songs directly within the app with the newly redesigned built-in recording studio. Audio copy/paste is also now supported for quickly copying/pasting audio source material between tracks in the recorder, or entire mixes between apps like Garageband.

AmpliTube Fender version 1.2 elevates the app to a completely different live performance level by allowing players to control the app using standard MIDI controllers. With a MIDI interface – like IK Multimedia's **iRig MIDI** – players can now use AmpliTube Fender "hands free" in the studio or on stage by controlling every AmpliTube parameters or presets from their existing MIDI floor controllers or any other type of standard MIDI controllers.

Also, by popular request, AmpliTube Fender 1.2 now works with iOS-compatible digital audio interfaces – like IK Multimedia's **StealthPlug** USB audio interface cable on the iPad with the Apple Camera Connection kit.

The new AmpliTube Fender 1.2 packs a multitude of new features:

- **Full MIDI Integration.** This feature allows users to control AmpliTube Fender 1.2 via standard MIDI controllers using an iOS MIDI interface such as iRig MIDI. This allows to remotely switch presets or to control each knob, switch or controller on the interface with a physical controller. The feature is available as in-app purchase and it is free for iRig MIDI users.
- **Support for all 30-pin Audio Devices.** AmpliTube Fender 1.2 now supports digital audio input/output via the 30-pin connector with compatible standard core audio devices.
- **Redesigned Recorder section.** The new recorder section of AmpliTube Fender 1.2 now includes a Loop function for looping sections of recorded material, a new visual Metronome and a quick access Tap Tempo button.
- **New Mixer section.** A new mixer interface has been added to the recorder allowing easier control of master reverb send, channel level, pan control, mute and solo buttons, plus an FX button for applying the AmpliTube signal chain to the recorded material on the individual channels. This feature also allows "re-



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amping” of tracks to get that perfect tone or to apply different creative techniques to the material post-recording.

- **New Copy/Paste function.** Now users can copy or paste audio materials to and from other apps that support this feature, or copy the content of one channel in the mixer to another channel easily.
- **Restore in-app purchases.** By using the new Restore Purchases feature, simplifies the update process for users that has purchased more gear via in-app purchase.
- **Export audio via SoundCloud or FTP.** In addition to exporting recorded material using email and file sharing now users will be able to easily upload and share their materials online on FTP or via SoundCloud.
- **Retina Display support.** AmpliTube Fender 1.2 now has an even more elegant interface designed for higher resolution retina displays both on iPhone and on the new iPad.

Pricing and availability

The new AmpliTube Fender 1.2 update is now available in the App Store as a free update for all previous AmpliTube Fender users on iPhone or in iPad.

For new users AmpliTube Fender 1.2 costs \$14.99/€11.99. A FREE version of AmpliTube Fender 1.2 is also available with a limited set of gear models included.

For more information and video demos, please visit:

www.amplitube.com/fenderiphone

www.amplitube.com/fenderipad

For more information on the range of IK Multimedia iOS audio interfaces, please visit:

www.amplitube.com/irig

www.irigstomp.com

www.stealthplug.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 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®, VocaLive™, iRig™, iRig™ STOMP, iRig™ MIDI are trademarks of IK Multimedia Srl.

About Fender Musical Instruments Corporation

Fender Musical Instruments Corporation (FMIC) is a leading, global musical instruments company whose comprehensive portfolio of brands includes Fender®, Squier®, Guild®, Tacoma®, Gretsch®, Jackson®, Charvel®, EVH®, SWR® and Groove Tubes®, among others. Fender® instruments include the Telecaster®, Stratocaster®, Precision Bass® and Jazz Bass® guitars. For more information, visit www.fender.com.

In 2007, FMIC acquired KMC Music, one of the largest independent U.S. distributors of musical instruments and accessories. In 2011, KMC Music and Musicorp united their sales and catalog divisions as KMCMusicorp, creating a leading wholesaler of musical instruments, accessories and lighting equipment. KMCMusicorp produces and/or distributes Ovation®, Takamine® and Hamer® guitars; Latin Percussion®, Gretsch® Drums, Gibraltar® Hardware, Toca® Percussion, Sabian® cymbals and Genz Benz® amplifiers and more. For more information, visit www.kmcmusicorp.com.