

**IK Multimedia Production Srl**

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FOR IMMEDIATE RELEASE**IK Multimedia Announces AmpliTube 2.5
for iPhone, iPod touch and iPad**

*Major update includes AmpliTube Slash models,
supports MIDI, digital audio, Retina display and much more*

May 2012 – IK Multimedia - the leading brand of iOS music-making apps and accessories - announced today a major update of **AmpliTube** for iPhone, iPod touch and iPad. With over 4 million downloads AmpliTube is the standard guitar and bass amps and effects processor app when it comes to rocking out on the mobile iOS devices.

The new 2.5 version is a major update that offers the just announced **AmpliTube Slash** gear model integration, MIDI and digital audio support, a redesigned recorder and mixer section, audio copy/paste, Retina display graphic updates and much more.



At its most basic level, AmpliTube for iPhone, iPod touch and iPad is an incredibly fun, intuitive guitar and bass rig that allows players to jam anywhere with world-class tone.

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They can further expand the available effects with gear models from the new **AmpliTube Slash**, plus favorites like **AmpliTube Fender™** and **VocaLive**. Additionally AmpliTube includes also the ability to record and compose entire songs directly within the app with the built-in recording studio.

AmpliTube version 2.5 elevates the app to a completely different live performance level by allowing players to control the app using MIDI controllers. With a MIDI interface – like IK Multimedia's **iRig MIDI** – players can now use AmpliTube "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 2.5 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 2.5 packs a multitude of new features:

- **Expandable with AmpliTube Slash gear.** All the gear that contributed to make the legendary Slash sound, including 2 Marshall® amp models and 6 signature stomp effects, are now available inside AmpliTube via in-app purchase as a bundle or individual models.
- **Full MIDI Integration.** This feature allows users to control AmpliTube 2.5 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 2.5 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 2.5 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-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



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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 2.5 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 2.5 update is now available in the App Store as a free update for all previous AmpliTube users on iPhone or in iPad.

For new users AmpliTube 2.5 costs \$19.99/€15.99. An LE (\$2.99/€2.39 - iPhone only) and a FREE version of AmpliTube 2.5 are also available with a limited set of gear models included.

For more information and video demos, please visit:

www.amplitube.com/iphone

www.amplitube.com/ipad

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

www.amplitube.com/irig

www.irigstomp.com

<http://www.irigmidi.com>

www.stealthplug.com

Warm regards,

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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®, VocaLive™, iRig™, iRig™ STOMP, iRig™ MIDI are trademarks of IK Multimedia Srl. The Marshall logo is a registered trademark of Marshall Amplification Plc. used by permission. FENDER™ is a registered trademark of Fender Musical Instruments Corporation. Mac, iPad, iPhone, iPod touch and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.