



For immediate release

IK Multimedia grows into new office in US

New office expansion enables IK Multimedia US, LLC to accelerate growth through increased capabilities in marketing, distribution, and customer support.

June 6, 2017 – IK Multimedia, a leading provider of hardware and software solutions for music creation on the go or in the studio, recently opened a new office in Sunrise, Florida to accommodate rapid growth and leverage the area's diverse talent pool.



IK Multimedia pioneered mobile music creation and was the first company to harness the power of the iPhone® - with revolutionary products like the award-winning iRig® line of guitar interfaces and AmpliTube® amp modeling software allowing users to plug their guitars and basses into their phones and enjoy the most authentic amplifier tones and effects on the go. These products quickly became the example that Apple® held up to its partners and to consumers showing how the combination of hardware accessories and software apps could transform their devices and experience as never before. This was prominently featured in numerous Apple marketing campaigns including 4 television ads that showcased these groundbreaking products.

Guided by its motto "Musicians First," the company rapidly and successfully expanded its offering into other segments including audio interfaces, MIDI controllers, stands and clips for devices, microphones and monitors with a focus on innovation and delivering the highest-quality products with unique features while setting new standards in the industry. Major broadcast, print and online media outlets such as BBC, CNN, Fox News, Forbes, CNET, Wired, USA Today and many others have also taken note of this, featuring the company's products in frequent articles and stories with rave reviews and awards for excellence further solidifying the company's position as a leader and innovator.

IK Multimedia. Musicians First.



Since 2010, IK Multimedia has sold more than 2 million units of its iRig branded products and had more than 50 million downloads, capturing over 70% market share in the mobile music creation category while continuing to increase its business globally.

In addition to the corporate headquarters in Modena, Italy and satellite offices around the world, the new space in the Sawgrass International Corporate Park triples the US office footprint to 24,000 square feet and supports the company's growth strategy. The facility is now home to 50 employees who handle administration, sales, marketing, logistics, technical support and customer service for the North America and Latin America regions. Further expansion plans for the new office in the coming months will include a presentation theatre, training facility, demo showroom and an in-house recording studio.

"We are excited to expand our presence in the South Florida area as an important step in our business growth strategy," said Gary Kerzner, Managing Director. "The area is rich with diverse talent from well-known universities, as well as Fortune 500 companies. We have the opportunity to further expand staffing and capabilities in our marketing, distribution and customer support departments, as well as increase our ability to service current and future markets."



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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. Apple® and iPhone® are trademarks of Apple, Inc., registered in the U.S. and other countries. All other trademarks are property of their respective owners.