



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 iLectric Piano for iPad

Turn any iPad into the ultimate electric piano instrument

February 14, 2013 – IK Multimedia – a leader in mobile music-creation apps and accessories for iPhone, iPad, and iPod touch, is pleased to announce the release of **iLectric Piano**, a studio-quality electric piano app for iPad, now available on the App Store. iLectric Piano offers over 40 classic electric pianos, electric grands and clavinetts, all carefully sampled from the original instruments.

From clean and icy-cool to sharp and staccato to growling and distorted, iLectric Piano faithfully recreates the gamut of classic electric piano sounds – tones heard on countless hit songs, iconic jazz recordings and classic rock albums. The sonic quality of iLectric Piano rivals that of the best electric piano instruments for Mac/PC.



EP Paradise

iLectric Piano's collection of over 40 sounds includes must-have classics "EP" and "Wurlly" (sounds based on Rhodes® and Wurlitzer® instruments, respectively), which emulate two of the most iconic electric piano sounds of all time, and come in both stage and suitcase incarnations, along with other variations.

A number of different "Clavs" are included, plus "Pianet" and "Cembalet" (all three are based on Hohner® instruments). "FM EP" (sound based on the Yamaha® DX-7) is a drop-dead emulation of the hugely popular, bell-like electric piano sound from a groundbreaking FM synth from the early days of MIDI. "E Grand 1" (sound based on Yamaha® CP-70) emulates the full-size electric piano that was housed in a baby grand-style cabinet, and "E Grand 2" is a sound based on the Kawai® version of an electric grand.

Thanks to its ultra-low latency engine and instruments that are multi-sampled at

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

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

multiple velocities, iLectric Piano provides a realistic playing experience. The app has an on-screen keyboard, which easily slides to change octaves.

iLectric Piano is equipped with a powerful and flexible effects section that provides the tools to customize and creatively alter the piano sounds. Up to four effects can be used simultaneously, including EQ, Reverb, Overdrive, and a choice of five different modulation effects: Chorus, Flanger, Tremolo, Phaser and AutoPan.

Hit Record

The accurate and warm-sounding instruments available in iLectric Piano are sure to spur creative playing and musical ideas, and the app is equipped to capture both with its onboard MIDI recorder. Finished recordings can be exported as WAV or m4a audio files via file sharing, email, and the copy function. For added convenience and control, iLectric Piano's parameters can easily be assigned to be controlled externally via MIDI.

IK Multimedia offers two excellent choices for playing iLectric Piano from an external keyboard: **iRig® KEYS**, the ultra-portable 3-octave MIDI controller for iOS and Mac/PC, which combines with iLectric Piano to make a high-quality electric piano rig that can be played anywhere; and **iRig® MIDI**, the Core MIDI interface that allows connection of any MIDI keyboard or controller to an iPhone, iPad, or iPod touch.

Pricing and Availability

The iLectric Piano App for iPad is available for \$19.99/€15,99 from the App Store on iPad or at www.AppStore.com. iLectric Piano comes with 19 high-quality electric piano sounds. More piano sounds can be added with the Electric Piano Expansion Pack, which includes 22 instruments and is available as an In-App Purchase for only \$9.99/€8,99.

For more information, go to <http://www.ilectricpiano.com>

Warm regards,

Starr Ackermanstarr.ackerman@ikmultimedia.com

N/C/S American PR Manager

Tiia Hassinentiia.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. iLectric Piano™, iRig™ KEYS and iRig™ MIDI 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. Rhodes® is a trademark of Joseph A. Brandstetter. Wurlitzer® is a trademark of Bank of America, National Association. Hohner® is a trademark of Hohner, Inc. Yamaha® is a trademark of Yamaha Corporation. Kawai is a trademark of Kawai Musical Instrument Manufacturing Co., Ltd. iPhone®, iPod touch®, and iPad are trademarks of Apple Computer, Inc., registered in the U.S. and other countries.