

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

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

FOR IMMEDIATE RELEASE**IK Multimedia iRig MIC Cast Now Shipping***Ultra-compact microphone for iPhone, iPod touch, iPad designed for podcasting, vocals, video calls, music and more*

May 2012 – IK Multimedia is proud to announce that **iRig™ MIC Cast**, the ultra-compact microphone for the iPhone®, iPod touch® and iPad® is now shipping.

iRig MIC Cast is a miniaturized microphone, that plugs into the iOS device mini-jack, designed specifically for recording podcasts, interviews, videoconferences, lectures, voice memos, speeches, music and more.



iRig MIC Cast provides a pocket-sized voice recording solution with crystal-clear aural quality thanks to its tight pickup pattern that minimizes background sounds so that you can capture the audio you want while canceling out extraneous noise. The unidirectional condenser capsule isolates the intended audio source, yielding dramatically better results than an integrated microphone. Uses include:

- Capturing interviews and presentations for Podcasts
- Transmitting a clear audio signal on FaceTime®, Skype™ videoconferences
- Recording notes, meetings, speeches, and lectures
- Creating videos with greater intelligibility and an improved audio track
- Documenting your own recitals and performances -- or for concerts

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

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

The iRig MIC Cast also features a dual gain setting that provides two different sensitivity settings for either close-up or distant sources. So, whether you are recording a one-on-one interview or a class in a lecture hall – the iRig MIC Cast can be adjusted to accommodate the situation. Users can have confidence in what is being recorded, via a stereo mini-jack headphone output that enables real-time monitoring.



The iRig MIC Cast is literally about the size of a large coin and its bumper-friendly jack makes it possible to plug in -- even if your iPhone, iPod touch, iPad is in a protective case. It can easily fit in your pocket, briefcase or computer bag for easy transport.

The **included tabletop stand** makes it possible to set up your iPhone or iPod touch so that users have a clear view of the screen and so the camera can “see” the user for FaceTime or Skype meetings. For recording, simply place the stand wherever convenient for hands free operation.

As with other IK Multimedia microphones, two free apps are available for the iRig MIC Cast: **iRig Recorder**, an easy-to-use voice recording/editing app, and **VocaLive**, a multi-effects processing app for singers.

iRig MIC Cast Features:

- Stereo mini-jack headphone output which enables real-time monitoring of what is being recorded using headphones or speakers
- Includes an adjustable desktop stand for convenient iPhone/iPod touch positioning during recording
- Incredibly flat frequency response with zero tonal coloration
- Ultra-compact profile that can be carried anywhere with ease
- Has a bumper-friendly mini-jack connector that fits the majority of iPhone/iPod touch cases
- Works also with all regular phone calls and any Voice-Over-IP app

Pricing and availability

iRig MIC Cast costs \$39.99/€29.99 (excl. tax) and is available from electronic and music retailers around the world.

For more information on iRig MIC Cast:

www.irigmiccast.com

For more information on the iRig Recorder and VocaLive apps:



IK Multimedia Production Srl

Via dell'Industria, 46 - 41100 Modena - Italy

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

www.ikmultimedia.com/irigrecorder

www.ikmultimedia.com/vocalive

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

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. SampleTank®, AmpliTube®, VocaLive™ DJ Rig™ and iRig™ 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. iPhone®, iPod touch®, iPad®, Mac and the Mac logo are trademarks of Apple Computer, Inc., registered in the U.S. and other countries.