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**FOR IMMEDIATE RELEASE**

## **IK Multimedia Announces iLoud, the First Portable Speakers Designed for Musicians**

*The range of portable speakers that sound like studio monitors*

**January 23, 2013** – IK Multimedia is proud to announce **iLoud®**, the first portable stereo speakers designed for musicians. IK leveraged its 16 years of pro-audio engineering expertise, and its experience as the leading developer of mobile music-creation apps and accessories, to design battery-operated speakers that combine superior power, pristine frequency response and amazing low end in an ultra-portable form factor that make them the perfect alternative to studio speakers for music creation and composition on the go.

The iLoud line consists of two models, **iLoud** and **iLoud MINI**, both of which provide musicians with sonic accuracy that's on par with professional studio monitors, making it possible, for the first time, to compose, record, and mix from a mobile speaker system.



### **Dynamic Duo**

Despite their diminutive size, both iLoud speakers are indeed very loud. In fact, they're 2 to 3 times louder than comparable size speakers. The iLoud model offers a blasting 40W RMS of power, and it's little brother, iLoud MINI, a robust 12W RMS.

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Both iLoud models provide highly accurate reproduction of a wide range of musical styles from rock, hip-hop and electronic dance music, to more nuanced and sonically demanding genres like classical and acoustic. The speakers are equipped with onboard DSP, for maintaining accuracy and efficiency at all volume levels, and high-quality, custom-designed neodymium loudspeakers. iLoud is equipped with a bi-amped 4-driver array, and iLoud MINI with a pair of full-range speakers. The enclosures feature bass-reflex and passive radiators construction, which helps create their superior bass response, with tilted profile for perfect listening position.

### **Plug and Play Convenience**

iLoud also offers the possibility to connect a guitar, bass or dynamic microphone directly to the speaker and process the sound with a multitude of real-time effects apps. Featuring the same circuitry as IK's iRig – the most popular mobile interface of all time – the input allows users to plug in an instrument and access **AmpliTube** or other audio apps on their mobile device for practicing, performing and recording. The input also accommodates dynamic microphones, making it possible to run an app such as IK's **VocaLive** for realtime vocal effects and recording.

### **Ultra-Portability**

In addition to their impressive response, volume, and features, the iLoud speakers are surprisingly small, exceptionally portable, and can be used everywhere. iLoud MINI, the smaller of the two, is only about the width and height of an iPad mini while iLoud has the size of an iPad. Only 6cm / 2.3" thick, either model can easily fit in a laptop bag or backpack. Both iLoud and iLoud MINI are also equipped with a high-performance Li-Ion rechargeable battery with smart power-management features that reduce its power consumption, making possible to go long periods without recharging, an important factor for mobile users.

### **Wired and Wireless**

Both iLoud models support Bluetooth operation, which adds even more to their mobility. Users can stream music to them from any compatible mobile device such as an iPhone, iPod touch or iPad for casual listening. For sound sources like MP3 players that don't have Bluetooth capabilities, the iLoud speakers each have a stereo 1/8" mini-jack input for connecting line-level devices such as home stereos, DJ gear, mixers, MP3 players, and more.

### **Pricing and Availability**

iLoud will be priced \$299.99 / €239.99 and iLoud MINI \$199.99 / €159.99 (excl. taxes) and they will be available in the second quarter of 2013 from the IK network of music and electronic retailers around the world.

For more information, go to [www.ikmultimedia.com/iloud](http://www.ikmultimedia.com/iloud)

Warm regards,

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**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. iLoud® and AmpliTube®, and VocaLive® 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.*