



IK Multimedia Production Srl

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FOR IMMEDIATE RELEASE

IK Multimedia's ARC System Gets 64-bit Update and Attractive New Pricing

Advanced Room Correction System version 1.3 announced

May 2011, Modena, Italy – IK Multimedia announces the version 1.3 update of its acclaimed **ARC** (Advanced Room Correction) System. This new version adds native compatibility with 64-bit applications and operating systems and is the perfect companion to the company's T-RackS® 3.5 mixing and mastering suite.

The ARC System also has a new pricing structure that makes it more affordable than ever for users to bring custom control room tuning to their own studios both large and small with advantageous price reductions starting at 50% off of the previous systems' prices.



The ARC System delivers the most advanced solution to acoustical problems for any DAW-based studio. Combining a professional calibrated measurement microphone, standalone software that captures sound information and calculates proper room correction, and a multi-platform plug-in: this technology will improve how your studio sounds forever.

ARC features the revolutionary Audyssey MultEQ® technology, which measures acoustical information throughout the listening area in your studio. It then combines this information to provide an accurate representation of the room's acoustical problems. The equalization solution then corrects for both time and frequency response problems more effectively and efficiently than any other room

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correction EQ on the market. The result is a clear and reliable representation of your mix. Regardless of the acoustical issues in your studio, what you are recording, mixing or mastering becomes immediately clear and reliable and your studio sound will improve forever.

Features

- The first and only room correction system in a plug-in for DAW-based studios
- Includes a calibrated measurement microphone, measurement software and multi-platform correction plug-in
- Improves clarity, stereo imaging and frequency response, for faster, more reliable mixing
- Revolutionary Audyssey MultEQ® technology corrects frequency and phase response not only for the engineer's 'sweet spot', but also multiple points in the room
- Step-by-step setup measurement wizard will have you up and running in minutes
- A convenient, unique, mobile correction solution for the traveling engineer
- Sonically 'treat' your room so you can finally trust the sound of your studio
- Natively compatible with 64-bit applications and operating systems

Pricing and availability

The native version of the ARC System costs \$299.99/€229.99* with a crossgrade option at \$249.99/€189.99*. The TDM version of the ARC System costs \$349.99/€269.99* with a crossgrade option at \$299.99/€229.99*. An upgrade from the native version to the TDM version is available for \$99.99/€74.99*. The ARC System version 1.3 is now available from the IK Multimedia online store and selected music retailers.

*excl. tax

For more info:

<http://www.ikmultimedia.com/arc>

Warm regards,

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IK Multimedia. Musicians First.

About About IK Multimedia: IK Multimedia is a computer music technology company that offers a diverse

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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. T-RackS® is a registered trademark property of IK Multimedia Production. ARC System™ is a trademark property of IK Multimedia Production Srl. Audyssey™, MultEQ®, Audyssey MultEQ® are trademarks property of Audyssey Laboratories™ Inc. used under license. All other product names and trademarks are the property of their respective owners, which are in no way associated or affiliated with IK Multimedia. Use of these names does not imply any cooperation or endorsement. Mac and the Mac logo are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. Windows Vista and the Windows logo are trademarks or registered trademarks of Microsoft Corporation in the United States and/or other countries. The Audio Units logo is a trademark of Apple Computer, Inc. VST is a trademark of Steinberg Media Technologies GmbH.