

**IK Multimedia Production Srl**

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PRESS RELEASE**FOR IMMEDIATE RELEASE**

DJ Rig FREE App for iPhone Now Available on iTunes from IK Multimedia

The pro-quality DJ app is now also available for free

April 2012, Modena, Italy – IK Multimedia is proud to announce that **DJ Rig™ FREE**, a free version of IK's pro-quality DJ mixing app for iPhone, is now available in the iTunes App store.

DJ Rig FREE is the perfect companion for the soon to be released **iRig™ MIX** portable DJ mixer for iPhone, iPod touch and iPad and together they provide the most portable and innovative setup for mobile DJs and musicians using iOS devices.

DJ Rig FREE offers double-deck DJ mixing with instant song-playing from the device's music library, with automatic tempo sync and, for the first time on an iOS app: beat matching, allowing anyone to perfectly synchronize any song just like a pro DJ – but with just one touch of a button.



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All the controls needed for an inspired mixing experience are included in DJ Rig FREE such as tempo controls for fine tuning BPM adjustments, multiple crossfader curves, a waveform display that can be dragged and zoomed, and an accurate scratch engine modeled on real deck behavior with IK's proprietary CloneDeck™ technology for scratching with cut-to-the-beat and a live recorder to capture the full mix performance and export it easily.

Further augmenting the app's capabilities, DJ Rig FREE also includes a beat-synced effect (filter) with XY touch interface and a sampler machine with a set of 9 sample pads and one sample bank. These can be used to enhance the remixing performance or record and play your own samples on top of your mixes. More effects (up to 12) and sample banks (up to 15) can be added via in-app purchase by upgrading to the full version of DJ Rig or getting the Pro-bundle pack, which also includes multiple (4) visual cue-points.

Most notably, DJ Rig also includes **X-Sync**. This feature, when used with iRig Mix, unlocks the full capability of the iRig DJ system. For the first time it is now possible for anyone to synchronize the app's audio with any other external audio source. This can be a second iOS device of course, but DJ's can now also sync to external CD and MP3 players!

DJ Rig FREE features

- Landscape and portrait interfaces
- Instant songs and playlists playing from the device music library, with BPM detection, beat analysis and beat map saving
- Supports all major digital audio formats including MP3, AAC, WAV, AIFF
- Deck controls: Volume, Pitch, 3-Band Kill EQ, Headphones and Crossfader
- Tempo Sync and Beat match
- Effects with XY touch interface – all beat-synced
- Sampler-machine with sample pads
- Multiple output configurations for virtually any audio setup
- X-Sync mode detects the tempo from external audio sources in real-time and automatically syncs the app audio to external devices (when used with iRig MIX)

Pricing and availability

DJ Rig FREE is now available for download in the iTunes app store.

An upgrade to the full version is available as in-app purchase for \$4.99/€3.99 and includes looping, 5 effects (Band Pass Filter, High Pass Filter, Delay, Stutter, Phazer) and 7 sound banks (Drones, Hoovers, Instrument Hits 1, Stabs 1, Synth 1, Vocals 1, Classic

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FX). The regular paid version of the DJ Rig app with all these features already included is also available in the iTunes store for the same price.

A Pro bundle pack is available for the users of the full version as in-app purchase for \$4.99/€3.99 and includes: multiple cues, digital deck skin, 6 effects (Flanger, Comp, Fuzzy, Reverb, Auto Wah, Crush) and 7 Sound Banks (Atmo FX, Animals FX, Instrument Hits 2, Instrument Hits 3, Synth 2, Stabs 2, Vocals 2).

iRig MIX is priced at \$99.99/€74.99 (ex. VAT) and will start shipping in May.

An iPad version of DJ Rig is currently in development and will be available soon.

For more information:

www.djrig.net
www.irigmix.com

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. 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.