

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

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

**FOR IMMEDIATE RELEASE****IK Multimedia announces iRig KEYS***The universal portable keyboard controller for iPhone, iPod touch, iPad and Mac/PC*

**August 30th, 2012** – IK Multimedia – the leader in mobile music creation accessories for iOS – is proud to announce **iRig™ KEYS**, the first ultra-slim and highly portable universal MIDI controller keyboard for iPhone, iPod touch, iPad and Mac/PC.



iRig KEYS connects directly to the dock connector of the iOS device or the USB port on Mac/PC. It features 37 velocity-sensitive mini-keys — 3 full octave range plus one note, which takes up minimal space when used on a desktop, and can easily fit in a backpack or a carry-on bag.

iRig KEYS is Core MIDI and USB class compliant for a true plug-and-play experience both with iOS devices or Mac/PC, with no additional apps, software or drivers needed. For total mobility, iRig KEYS also is an ultra-low power consumption unit. When hooked up to an iPhone/iPod touch/iPad, it can be powered by the device and for longer playing sessions it can be powered by the available USB port. When connected to a Mac/PC, the USB port powers it.

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

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



iRig KEYS is the ultimate player and producers' companion that can be used any time and anywhere inspiration strikes. Players simply hook it up to an iOS device or a computer and start playing. iRig KEYS can be used for live performance, songwriting and composition with the included apps and software or with a multitude of other MIDI compatible instruments and recorders on any iOS, MacOS or Windows system.

### **A small controller with great features**

For maximum playing comfort and versatility, iRig KEYS includes regular modulation and pitch-bending wheels, plus an input for an optional standard sustain pedal that accommodates any playing style, all housed in a sleek ultra-compact durable package.

iRig KEYS features an "easy-to-use" programmable control panel with 5 backlit soft-touch buttons and one volume/data knob. Program and Octave up/down buttons are included plus a Set button that allows storage of up to 4 different customized set-ups for the two wheels and the data knob. Each set-up can be instantly recalled for specific instruments configurations. An Edit mode is also available to transpose the keyboard, send specific program change messages, change MIDI channel and reassign the data knob MIDI control changes in a flash.



### **Plug and play out of the box**

iRig KEYS comes complete with two free professional quality virtual instrument apps and software that can be immediately downloaded and played, for a true plug-and-play experience right out of the box.

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

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

For iPhone, iPod touch and iPad, iRig KEYS comes with:

- **SampleTank for iPhone or iPad FREE**, the virtual sound module including a complete selection of acoustic, electric and electronic instruments and patterns, unlocking 48 bonus instruments in addition of the 20 included with the free version (to be downloaded from the App Store)

On Mac/PC iRig KEYS come with a downloadable version of:

- **SampleTank 2 L** the Mac/PC sample workstation, available both as a stand-alone and as a plug-in for most popular DAW (including GarageBand, Logic, ProTools, Cubase, Live, Sonar and more) with 2 GB of samples in every instruments category (to be downloaded from the IK Multimedia online User Area)

**Price and availability**

iRig KEYS will be shipping in Fall 2012 for \$99.99/€74.99 (ex. Taxes) and will be available in musical instruments and electronic retailers around the world. Pre-orders are now available from the IK Online store and other selected online stores.

For more information:

[www.irigkeys.com](http://www.irigkeys.com)[www.ikmultimedia.com](http://www.ikmultimedia.com)

Warm regards,

**Starr Ackerman**[starr.ackerman@ikmultimedia.com](mailto:starr.ackerman@ikmultimedia.com)

N/C/S American PR Manager

**Tiia Hassinen**[tiia.hassinen@ikmultimedia.com](mailto: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® 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.*