

**IK Multimedia Production Srl**

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**PRESS RELEASE****FOR IMMEDIATE RELEASE**

## Announcing AmpliTube® 2 Jimi Hendrix™ Edition

*Plug-in to a legendary sound Experience*

**January 2007, Modena, Italy** – IK Multimedia is proud to announce AmpliTube® 2 Jimi Hendrix™ Edition, the first authentic software recreation of the complete guitar amp and effects rig of Jimi Hendrix.



AmpliTube 2 Jimi Hendrix Edition is a cooperative effort between Authentic Hendrix and IK Multimedia. Authentic Hendrix was founded in the late '90s by Al Hendrix and his daughter, Janie, to curate and promote Jimi's extensive recorded legacy. AmpliTube 2 Jimi Hendrix Edition is the first guitar amp and effects modeling software focusing on Jimi Hendrix and can be used not only to recreate the authentic tones of popular Hendrix tunes, but since the modeled gear in this product is in such high demand by guitarists, AmpliTube 2 Jimi Hendrix Edition is a fantastic tool for many styles of modern rock music from hard rock to punk, alternative, progressive and pop.

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**Includes models of extremely rare and collectible vintage stomp boxes, amp heads and cabinets.** AmpliTube 2 Jimi Hendrix Edition features 9 vintage stomp effects, 4 vintage amp models, and 7 cabinets, putting the sound of extremely expensive and hard to find gear at your fingertips. Also included are 4 rack effects (Rotary Speaker, Stereo Reverb, Parametric EQ, and Tube Compressor), increasing the tonal flexibility of the product and allowing you to sculpt the sound even further. The exciting news for thousands of AmpliTube 2 users is that the Jimi Hendrix Edition can also expand the available stomps, amps and cabinets inside AmpliTube 2! By integrating the two products you can double the amount of vintage stomp box models inside your AmpliTube 2 rig and add some of the collectible amps and cabinets that guitarists crave the most. Whether you want to get that classic Jimi Hendrix tone or treat yourself to the most desirable collection of vintage effects and amp gear ever offered in software, the AmpliTube 2 Jimi Hendrix Edition is the ultimate add on to AmpliTube 2!

**A legendary sound that has marked the evolution of modern rock guitar and has influenced some of the greatest guitarists of our time.** Jimi Hendrix was fundamental in the development of modern guitar amplification and guitar effects. In four short years (1966-1970), he contributed to change the way music was made and how electric guitar was played, leaving a permanent mark on the generations of guitarists and musicians that followed. Hendrix's sound is a mix of feedback control and a unique, personal usage of guitar effects which was a breakthrough for its time.

**Powered by the award-winning AmpliTube 2 engine featuring proprietary techniques such as DSM™ (Dynamic Saturation Modeling) for achieving the most accurate emulation of guitar amps and effects.** IK has gone the extra mile in accurately modeling all the most important components of the Hendrix rig not only using proprietary AmpliTube 2 DSM™ (Dynamic Saturation Modeling) technology at its best, but collecting all the original vintage stomps, amplifiers and cabinets of the same period and fine tuning the software emulations by ear with accurate craftsmanship to achieve incredibly realistic modeling results.

**AmpliTube 2 Jimi Hendrix Edition Features:**

- 5 modules including tuner, stomp pedal board, amp head, cabinet+mic and rack effects on 2 series parallel
- 9 Vintage Stomp Effects models
- 4 Vintage Amp models
- 7 Vintage Cabinet models
- 5 Microphone models
- 4 Rack Effects models
- Available as a VST, RTAS, AU plug-in (as well as a standalone application) for Mac OS X and Windows

**Minimum System Requirements:**

Power PC based Macintosh®: 866 MHz G4 processor, 512 MB of RAM, Mac OS X 10.4 or later.

Intel based Macintosh®: 1.5 GHz Intel Core Solo processor, 512 MB of RAM, Mac OS X 10.4.4 or later.

Windows®: Pentium 1GHz / Athlon XP 1.33 GHz, 512 MB of RAM, Windows XP.

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**PRESS RELEASE****Price & Availability**

AmpliTube 2 Jimi Hendrix Edition has an MSRP of \$249/€199 (tax excluded) and will be available within the first quarter of 2007.

AmpliTube 2 users will be able to upgrade to the Jimi Hendrix edition at a special reduced MSRP of \$199/€169 (tax excluded).

There will also be a StealthPlug AmpliTube 2 Jimi Hendrix Edition, combining the software with our 1/4" to USB audio interface cable for immediate plug-n-play in any Mac or PC for \$299/€249 (tax excluded). More information on availability will be announced soon.

For more information on this exciting release from IK, please visit:

[http://www.amplitube.com/prod\\_ATJH.php](http://www.amplitube.com/prod_ATJH.php)

**Ariana Diaz****Public Relations Manager****Ariana.diaz@ikmultimedia.com****IK Multimedia. Musicians First.**

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**About IK Multimedia:** IK Multimedia is a music software company directly operating in four countries, founded in 1996 for the purpose of developing software designed to enable people to listen, play and produce music using revolutionary new digital instruments, which are powerful and easy to use. AmpliTube®, T-Racks®, GrooveMaker®, SampleTank®, Sonik Synth™, Miroslav Philharmonik™, Classik Studio Reverb™, SVX™, Total Studio Bundle™, Total Effects Bundle™, Total Workstation Bundle™ and StealthPlug™ are trademarks or registered trademarks property of IK Multimedia Production srl. Jimi Hendrix™ name and images under license from Authentic Hendrix © TM Authentic Hendrix, LLC. All other trademarks are property of their respective owners.