



IK Multimedia Production Srl

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FOR IMMEDIATE RELEASE

IK Multimedia Announces AmpliTube Fender® 1.1 Software Update

New, user-requested software features and enhancements

July 2009, Modena, Italy: IK Multimedia and Fender Musical Instruments Corporation are pleased to announce the release of AmpliTube Fender® version 1.1, a free downloadable update for all registered users of AmpliTube Fender®. Delivered to satisfy requests from players around the world, this new software update of the hottest guitar and bass tone software has several new models and enhanced functionality.

AmpliTube Fender® is the "Official Fender Software Amplifier and Effects Suite"; two years in the making, AmpliTube Fender is the result of intense collaboration between IK Multimedia and the Tone Guru Amplifier and Effects team at Fender. Every model was sound certified and tested by the trained, professional engineers from both IK Multimedia and Fender, ensuring that the sound quality and operation was authentically Fender.

What's New in AmpliTube Fender? The addition of three new, user-requested "stompbox" effects, and a rack unit:

- A classic stomp **Compressor**, based upon the Compressor in the Fender Cyber-Twin® SE, provides a more consistent and higher input signal at the amp input stage with four "levels" of compression/gain available.
- A New **Wah** pedal, based on the Wah effect in the Fender Cyber-Twin® SE, offers two "wah" voicing options, the "Cryin'" and "McCoy," and provides detailed control of the amount, effect frequency range and output level of the effect.
- A New **Tremolo** pedal, based upon the Fender Amp tremolo circuit, provides that world-famous Fender Amp tremolo effect in a convenient stompbox, giving players more front-end flexibility for tone shaping, plus adding the magic of the Fender Tremolo to any non-tremolo amp model.
- A **New Rack Unit based upon the Fender® '63 Reverb Tank** now allows for post-amplification reverb application, giving models without reverb the rich, lush reverb effects for which Fender is famous.



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These additional stumps and rack effects will provide players and engineers with a total of 9 Fender stomp effects and 7 total rack effects, making AmpliTube Fender® an absolute powerhouse of classic and modern guitar/bass tones and effects.

Pricing and Availability:

The AmpliTube Fender® 1.1 software update is a free download for all registered users of AmpliTube Fender® full and crossgrade versions, and is currently available for download from the IK User area.

AmpliTube Fender® is available from IK Multimedia Retailers around the world and in the IK online store, in 2 versions:

- **AmpliTube Fender®:** the official Fender® guitar and bass, amp and FX software now with 49 gear models consisting of 12 amps, 12 cabinets, 9 stompboxes, 9 mics and 7 rack FX. Also includes Riffworks™ T4 for guitar recording and AmpliTube X-GEAR for full expandability with any "Powered by AmpliTube" software and live control usage. MSRP €169.99 / \$229.99 (excluding taxes).
- **AmpliTube Fender® Studio:** the easiest way to plug your guitar into your computer and get the legendary Fender® tone. Includes StealthPlug USB audio cable interface and AmpliTube Fender® SE (15 pieces of select gear with 4 amps, 5 cabinets, 2 stompboxes, 2 mics, 2 rack FX), plus Riffworks™ T4 for guitar recording and AmpliTube X-GEAR for full expandability with any "Powered by AmpliTube" software. MSRP €109.99 / \$139.99 (excluding taxes).

For further information online, please visit www.amplitube.com/fender

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. AmpliTube®, StompIO™, StealthPlug™, StealthPedal™, SampleTank®, Sonik Synth®, SampleMoog™, SampleTron™, Philharmonik™, Ampeg SVX™, T-RackS®, ARC System™, SpeedTrainer™, DSM™ and VRM™ are trademarks or registered trademarks property of IK Multimedia Production. Riffworks™ is trademarked property of Sonoma Wireworks. All other product names and trademarks are the property of their respective owners, which are in no way associated or affiliated with IK Multimedia.

About Fender Musical Instruments Corporation: Fender Musical Instruments Corporation (FMIC) is the world's leading guitar manufacturer, and its name has become synonymous with all things rock 'n' roll. Iconic Fender® instruments such as the Telecaster®, Stratocaster®, Precision Bass® and Jazz Bass® guitars are known worldwide as the instruments that started the rock revolution, and they continue to be highly prized by today's musicians and collectors. FMIC brands include Fender®, Squier®, Guild®, Tacoma®, Gretsch®, Jackson®, Charvel®, EVH®, SWR® and Groove Tubes®, among others. For more information, visit www.fender.com