

**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 ARC System™ TDM
Plug-in For Pro Tools|HD® Accel**

*Tune your Pro Tools® room to perfection with the world's first -and only -
Advanced Room Correction (ARC) TDM Plug-in.*

August 2009 - Modena, Italy: IK Multimedia is pleased to announce that ARC System is now available as a TDM plug-in for use within Digidesign®'s Pro Tools|HD Accel DAW platform. Now, Pro Tools owners with these systems can mix and master in a monitoring environment that is acoustically correct, and with zero latency, also allowing for tracking in the same corrected environment.

Now tune your Pro Tools® room to perfection.

Introducing the ARC System TDM for Pro Tools|HD® Accel

The image is a promotional graphic for the ARC System TDM plug-in. It features a stylized, orange-tinted background of a recording studio. In the foreground, a large, silver, circular microphone is positioned on a stand. To the left, a computer monitor displays a software interface. In the center, a mixing console is visible. To the right, a pair of black studio monitors sits on stands. The text 'Now tune your Pro Tools® room to perfection.' is written in white at the top. At the bottom, a black banner contains the text 'Introducing the ARC System TDM for Pro Tools|HD® Accel' in white. The ARC logo, consisting of a stylized 'ARC' with the text 'Advanced Room Correction System' below it, is located in the bottom right corner of the image.

ARC System delivers the most advanced solution to studio acoustical problems combining a professionally calibrated microphone, standalone software that captures sound information and calculates proper room correction, and a plug-in that applies the correction once inserted on the Pro Tools master BUS.

ARC System features Audyssey's revolutionary MultEQ® technology, which measures acoustical information throughout the listening area in your studio 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 correction EQ on the market. The result is a clear and reliable representation of your mix, not only in the engineer's "sweet spot" but also in multiple listening positions in the room.

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

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

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

forever. The audible results and benefits of mixing with ARC System TDM will be:

- Low-end alterations, typically added by small rooms, are removed with better low frequency control
- More consistent frequency response across the entire range
- Tonal balance is restored, allowing for more accurate mixes
- Room defects will no longer capture your attention, allowing you to focus solely on the music while reducing ear fatigue
- Work on mixes faster because you can be confident of what you're hearing
- Achieve greater consistency on your music productions
- Zero latency allows for tracking in an acoustically correct environment which produces more accurate sonic and dynamic range
- Produce mixes that better translate to the outside world on multiple listening devices

The ARC System TDM version features two plug-in formats: Stereo (supporting up to 48 kHz sample rate) or Multi-mono (supporting up to 96 kHz sample rate). For extra convenience, the ARC System TDM package also comes with native plug-in versions (including RTAS, VST and AU formats). The step-by-step setup measurement wizard will have you mixing in a corrected environment in minutes.

ARC system is also the most convenient, unique, mobile correction solution for the Pro Tools traveling engineer. Now you can sonically 'treat' your room everywhere you go, so you can finally trust the sound of your monitoring environment and record, mix or master comfortably in a listening environment that you will always be familiar with.

Pricing & Availability:

ARC System TDM is now available from authorized IK Multimedia retailers, or online in the IK Multimedia store, in three different versions:

Full:	\$999.99 / €769.99 MSRP	(retail box)
Crossgrade*:	\$799.99 / €619.99 MSRP	(retail box)
Upgrade**:	\$299.99 / €229.99 MSRP	(retail box/download)

* Crossgrade pricing is available to any registered user of IK Multimedia products.

A complete list of eligible crossgrade products can be found here:

www.ikmultimedia.com/Crossgrade

** Users may purchase the ARC System TDM upgrade if they own a registered previous version of ARC System native.

All prices listed exclude taxes.

For further information online, please visit: www.ikmultimedia.com/arctdm

Warm regards,

Starr Ackerman

starr.ackerman@ikmultimedia.com

US and Americas PR Manager

Tiia Hassinen

tiia.hassinen@ikmultimedia.com

Europe and International PR Manager



IK Multimedia Production Srl

Via dell'Industria, 46 - 41100 Modena - Italy

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

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. 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. Digidesign®, Pro Tools®, Pro Tools|HD® are trademarks property of Avid Technology, Inc. All other product names and trademarks are the property of their respective owners, which are in no way associated or affiliated with IK Multimedia.