

MEA Mobile Partners with iRig to Promote Audio Apps
Breakout iPhone Microphone & Sing Along Apps Enable American Idol Hopefuls

New Haven, CT- August 4th 2011 - [MEA Mobile](#) today announced a joint marketing initiative for its mobile audio applications with IK Multimedia, makers of the iRig Mic, the first handheld, quality condenser microphone for iPhone, iPod touch and iPad. "Our audio apps, are a perfect fit to IK Multimedia's mobile hardware," says Bruce Seymour, Managing Director of MEA Mobile, "It's just plain fun to rock out to your tunes holding a professional grade microphone."

The iPhone's best of class audio functions are further enhanced by IK Multimedia's mobile hardware. "The iOS accessories market is an exciting space," says, Brian Sapp of IK Multimedia. "We're proud to be working with the innovative folks at MEA Mobile." The iRig Mic features a highly unidirectional condenser-electret microphone capsule that provides quality audio in both close mic and long distance mic conditions. It provides real time monitoring with its dual mini-jack connector design. A three-level gain switch makes it instantly adjustable for any sound pressure condition.

MEA Mobile's featured audio application Tribute, allows users to sing along to their iTunes library hearing their voices mixed with the music. The application was designed to allow users a unique way to access and engage with their music. "As we develop the next generation of audio products for Apple products, we will be working closely with IK Multimedia and their mobile accessories." The Tribute app is on sale during the promotion for 99¢ and is available through iTunes at:

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MEA Mobile's audio applications work with Apple's revolutionary products including: iPad, iPhone 4, iPhone 3GS, and iPod Touch. The iRig Mic is available from [resellers and distributors](#) world wide or directly from the IK Multimedia at: www.ikmultimedia.com Additional information can be found at: www.meamobile.com/iRig

About MEA Mobile:

MEA Mobile innovates on the Apple iOS, Google Android and Facebook platforms. The company's breakthrough products include: iSupr8, a professional grade Super 8 mm video filter app for the iPhone and iPad2; iGloLEDset, WiFi controllable LED lights available for Apple iOS and Google Android. MEA Mobile is actively expanding with offices in New Haven, Connecticut and Auckland, New Zealand.

About IK Multimedia

IK Multimedia helps people that listen, play and produce music with a new generation of revolutionary instruments, powerful and easy to use. Their unique approach to innovative music hardware and software has allowed the development of one of the widest and fastest growing product range on the market: from DJ and re-mixing to loop and sound collections & high-quality effects processors for the studio to cutting-edge software musical instruments for keyboard players and guitarists.

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