



## APHEX Booth # A-6796

### For Immediate Release:

Contact: Pam Manela  
**In House Public Relations**  
(646) 763-1267  
[pam@inhousenyc.com](mailto:pam@inhousenyc.com)

Julia Gillespie  
**In House Public Relations**  
(917) 628-9103  
[julia@inhousenyc.com](mailto:julia@inhousenyc.com)

## Aphex...who says you can't *Have It All?*

Burbank, California—December 15, 2011 - Legendary leader in sound enhancement and amp technology, Aphex is rolling out two new products at the **NAMM Show** in January 2012. Customers have been requesting them, and with an ongoing commitment to “Making Your World Sound Better,” Aphex proudly introduces the **EX•BB 500™** & **HeadPod4™** to their mix of patented and proven tone-shaping and preamp audio products.

**EX.BB 500™:** As one of the early innovators of ‘500’ style components, Aphex helped initiate the standards for this style of configuration that has revolutionized professional audio. In 2012, Aphex is at it again, launching a complete line of ‘500’ products, beginning with a 500 Series version of the legendary Aphex Exciter.

Aphex engineers have designed the EX•BB 500 to provide the exact same performance audio professionals have come to expect from the much-celebrated Aphex Aural Exciter® – improved detail and clarity in the higher frequencies while providing more spaciousness in the overall mix. Adding the sonic depth of the proven Big Bottom®, with its dynamic low frequency punch, improved detail and the much-exalted ‘thickness’, this compact 500 Series product delivers all of the critical performance demanded, while fitting racks from API, Radial, A Designs, Empirical Labs and Tonelux. Providing engineers and artists with unlimited flexibility to add and subtract Exciter channels as needed, this powerful and portable 500 module brings even more Aphex impact to studios and stages...**Exactly What 500 Series Users Told Aphex They Wanted!**



**HeadPod4:** It is a **whole lot more** than a 4 Channel-headphone amplifier. In pre-launch tests, touring musicians and engineers have deemed the HeadPod4 the most potent and dynamic sounding headphone amplifier available in such a compact package. It's a known fact that hearing better means improved performance and recordings. Unlike conventional headphone amps, Headpod4 has plenty of headroom to drive any and all brands of professional headphones with dynamic range. HeadPod4 is extremely simple to operate with four individual volume controls for each channel's discrete and powerful Aphex amplifier. This means that each person can use their favorite headphones completely independent of the other channels. And, just as important, without having to worry about diminishing the sound quality because of mismatched headphone loads that typically pull down headphone amps employing just one amplifier for all channels. HeadPod4 provides both digital and analog inputs and the highest



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quality analog to digital conversion and sound monitoring available today. Until now, this has always been the weakest part of the audio conversion process. Another critical feature: there's no unplugging and re-plugging as the HeadPod4 allows users to leave all the inputs right in place and dial in exactly what each one needs. Sonic performance that dramatically improves any headphone experience – from the studio to the stage... **Crystal Clear Sound for Each Headphone – Isn't That What It's All About?!**

“Everyone at Aphex is really excited about where we're heading. And it gets better! I promised that the best was yet to come...” says APHEX CEO, David Wiener. “But don't take our word for it, stop by our NAMM booth (#A-6796) and try the **EX•BB 500™ & HeadPod4** for yourself – we've never sounded so good – and we're going to keep rolling out the hits.” To add a bit more fun to the NAMM mix, Aphex has invited a few of their biggest industry fans to stop by, demonstrate new products, hang out and talk music. Wiener adds, “Come see a few of the greats - **Alan Parsons, Elan Morrison, Jared Lee Gosselin, James LoMenzo** and many more will be making appearances at the booth.”

### **NAMM JAM Event Sponsors**

Aphex is also proud to once again be sponsoring DEAN GUITAR's much-acclaimed **NAMM JAM** – “you can check out the signature Aphex sound built into some of Dean's premier guitars ‘in concert’ all night long.” Say Wiener. Included in the lineup are sets from; Uli Jon Roth, Richie Kotzen, Tony MacAlpine and Bruce Kulick and other legendary performers.

### **Aphex – TEC Award Nominee**

Aphex's CHANNEL master preamp and input processor has been nominated for a TEC Award. “Every single artist and engineer using our new CHANNEL is truly blown away by its tube pre sound coupled with the six other Aphex processing technologies built into this one rack space powerhouse. We're excited to win this!” stated the “Excited” David Wiener.

### **About Aphex...**

Founded in 1975, Aphex is a leading manufacturer of high-quality dynamics and signal processing products for the professional audio, broadcast, fixed installation, M.I., touring-sound and home-recording markets. Aphex sells its products and licenses its technologies worldwide. Visit them at [www.aphex.com](http://www.aphex.com)

### **About DWV Entertainment...**

DWV Entertainment is a leader in audio and entertainment product and technology innovation. Along with the Aphex brand, the company's DW Collection line of elegant home entertainment products has won worldwide acclaim for their visually stunning, high performance audio products, including the exclusive Ferrari Art.Engine, Art.Opera and Art.Studio series audiophile loudspeakers and audio transmission devices.

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**APHEX – In-Booth Events at a Glance:  
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**Thursday, JAN 19, 2PM Alan Parsons**



**2PM (PT)**  
Innovative Artist. Legendary Engineer, Sound Genius – Master Musician –  
**Alan Parsons**

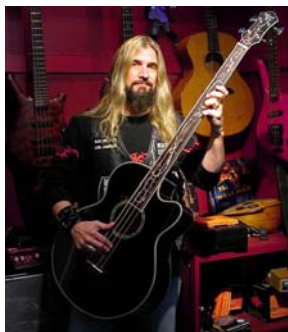
**Thursday, JAN 19, 3PM (PT), Elan Morrison & Jared Gosselin**



**3PM (PT)**  
Multiplatinum producers (engineers, masterminds, and DJs extraordinaire to some of the best talent today (Who Do You Run to If You're DMC?!))  
**Elan Morrison & Jared Gosselin**



**Friday, JAN 20 (2PM) & Saturday, JAN 21 (2:30 PM) – James LoMenzo**



**2PM (PT) Friday**

**2:30PM (PT) Saturday**

Legendary bassist, guitar player and singer for such awesome bands as White Lion, Pride & Glory, Slash's Snakepit, B Society, Ozzy Osbourne, and of course, **Megadeth**, .....

**James LoMenzo**

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