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Alesis Announces New Premium Electronic Drum Set, the DM10 X Kit, at Summer NAMM

The new DM10 X Kit is a six-piece electronic drum set that features large RealHead drum pads, large DMPad cymbals and an all-new chrome-plated Xrack with quick-release clamps.

Cumberland, R.I. (July 19, 2011) – Alesis, the fastest growing electronic drum brand in the world, announces the DM10 X Kit, a premium, six-piece, professional electronic drum set. Alesis will unveil the DM10 X Kit electronic drum set at Booth #400 at the 2011 Summer NAMM show from July 21st- 23rd in Nashville, TN.

With the groundbreaking Alesis DM10 module, a comprehensive set of large [electronic drums](#) and cymbal pads, and an all-new Xrack, the DM10 X Kit is designed to offer capabilities and features previously only available on kits costing thousands more. The DM10 X Kit features an expansive six-drum, four-cymbal configuration with sizes and spatial relationships that will feel natural to acoustic and electronic drummers alike: a 12-inch snare, two 10-inch toms, two 12-inch floor toms, a 12-inch hi-hat, a 16-inch, three-zone ride cymbal and two 14-inch crash cymbals.

Designed with an emphasis on performance and adaptability, the DM10 X Kit's all-new Xrack is rugged, chrome-plated and features an ultra-solid four-post design. New Alesis quick-release clamps secure each pad in place and allow drummers to rearrange their setup in seconds without tools and without having to the rack apart. A few turns of a T-bolt is all it takes to release a clamp and move a pad. The DM10 X Kit's snare pad comes with a separate, fully adjustable snare stand that allows drummers to place the snare pad precisely where they want it.

With the DM10 X Kit, Alesis unveils a new-look [DM10 module](#), which contains more than 1,000 uncompressed, sample-based sounds that were produced using Alesis' proprietary Dynamic Articulation™ technology.

“The DM10 X Kit has the most generous drum and cymbal pad configuration we've ever offered,” said Dan Radin, Alesis Product manager. “There's simply no other [electronic drum kit](#) in this price class with 12-inch drum pads, 14 and 16-inch cymbals or such a professional grade of hardware.”



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The DM10 X Kit [electronic drum set](#) will be available from musical instrument and pro audio retailers in Q3 2011. It has a U.S. Retail Price of \$1,999.00 and an estimated street price of \$1,699.00.

For more information on the DM10 X Kit, a new professional 6 piece electronic drum kit, please visit www.alesis.com/dm10xkit

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About Alesis

Alesis is a leading manufacturer of professional audio and musical instrument products and is the fastest growing electronic drum brand in the world. Building on a history of revolutionary innovations in digital, analog, semiconductor and transducer technologies, Alesis creates tools and instruments for musicians. For more information, visit www.alesis.com; images are available at <http://www.alesis.com/media>.

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New 5-Piece Drum Set to be Announced by Alesis at Summer NAMM

The DM6 Session Kit gives drummers a complete five-piece drum set that includes everything they need to play.

Cumberland, R.I. (July 19, 2011) – Alesis, the fastest growing electronic drum brand in the world, announces an ultra-compact and affordable five-piece drum set, the DM6 Session Kit. Alesis will exhibit the DM6 Session Kit at Booth #400 at the 2011 Summer NAMM show from July 21st- 23rd in Nashville, TN.

The DM6 Session Kit includes everything drummers need, a [five-piece drum kit](#) including the best-selling DM6 drum module, a new ProRack II drum rack, five drum pads, three cymbal pads, hi-hat and bass drum pedals, drumsticks and a drum key. The DM6 Session Kit's compact rack and quiet rubber pads give drummers a versatile, low-noise instrument that takes up minimal space and allows them to play and practice at any time, day or night. The compact ProRack II comes preassembled in the box for a fast, easy set up.

The popular DM6 module gives drummers over 100 drum, [percussion instrument](#) and cymbal sounds, 40 play-along music tracks, an internal metronome and the ability to connect their iPod or CD player and play along with their favorite music. Using convenient plug-and-play USB technology, the DM6 module can also be connected to virtually any Mac or PC, so drummers can take advantage of virtually limitless sounds and software. Using Apple's USB adapter, drummers can even connect the DM6 Session Kit to their iPad to trigger Core MIDI-compliant apps.

"The DM6 Session Kit is a perfect doorway into drumming for beginners, and a compact, quiet kit that parents and spouses will appreciate," said Dan Radin, Alesis Product Manager. "It provides natural drum feel, the ability to play anytime and forward-looking connection to your Mac, PC and iPad."

The DM6 Session Kit [five-piece drum set](#) will be available from musical instrument and pro audio retailers in Q3 2011. It has a U.S. Retail Price of \$599.00 and an estimated street price of \$399.00.



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For more information on the DM6 Session Kit, a new electronic five-piece drum set, please visit www.alesis.com/dm6sessionkit

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Alesis TwoTrack, a Portable Audio Recorder for Musicians, to be Announced at Summer NAMM

New Alesis portable audio recorder, the TwoTrack, captures stereo sound with two built-in condenser microphones.

Cumberland, R.I. (July 19, 2011) – Alesis, the world's leading manufacturer of professional audio recording equipment and studio electronics, introduces the TwoTrack portable audio recorder. Alesis will unveil the TwoTrack at Booth #400 at the 2011 Summer NAMM show from July 21st- 23rd in Nashville, TN.

Using the Alesis TwoTrack is the easiest way to conduct [audio recording](#) in studio-quality, stereo sound in almost any setting. Featuring convenient, dedicated-function controls and an easy-to-read, backlit LCD, users can easily carry the TwoTrack in a pocket, gig bag, stick bag, or virtually any other case. The TwoTrack runs on just one AA battery for hours of operation and saves recordings to its internal 128MB memory or to a micro SD or SDHC card up to 8GB (sold separately).

TwoTrack is perfect for capturing songwriting sessions, rehearsals or performances. At the end of the session, users will have a 16-bit, 44.1 stereo wav file, or an MP3 at up to 192kbps that can easily be transferred to a computer via the TwoTrack's high speed USB 2.0 output. The TwoTrack's dual cardioid condenser microphones are configured in an XY configuration that provides excellent spatial imaging, giving users two tracks of audio that can be edited in virtually any music software.

Beyond music applications, the TwoTrack is great for all audio recording such as interviews, business meetings, speeches, nature sounds, lectures, or even notes to self. Users can mount the TwoTrack on a standard camera tripod, the optional Alesis Mic Stand Adapter or the Alesis Table Stand Tripod.

The TwoTrack [portable audio recorder](#) also features a convenient mic/line input for external mono or stereo sources and can even be mounted on compatible video cameras to greatly enhance the sound of video. Auto and manual gain controls and a red LED signal-clip indicator make it easy to adjust and monitor levels.

"The TwoTrack is an ultra-compact, convenient, affordable way to get clear, stereo recordings without the complications of separate microphones, cables and mixers," said Dan Radin, Alesis Product Manager.

The TwoTrack [audio recorder](#) will be available from musical instrument and pro audio retailers in Q3, 2011. It has a U.S. Retail Price of \$99.00 and an estimated street price of \$79.00.

For more information on the Alesis TwoTrack recorder, please visit www.alesis.com/twotrack



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Alesis Introduces AcousticLink, New Guitar Recording Equipment for Mac, PC and iPad at Summer NAMM

AcousticLink guitar-to-computer digital recording equipment makes guitar or bass recording easy.

Cumberland, R.I. (July 19, 2011) – Alesis, the world's leading manufacturer of professional audio equipment and studio electronics, introduces the AcousticLink, new [digital recording equipment](#) for guitar players. Alesis will showcase the AcousticLink at Booth #400 at the 2011 Summer NAMM show from July 21st- 23rd in Nashville, TN.

The AcousticLink contains a no-drill acoustic guitar pickup, the GuitarLink guitar-to-USB cable and Steinberg Cubase LE recording software: everything guitar and bass players need to connect and record from any guitar or bass to virtually any computer.

The AcousticLink's single-coil guitar pickup is easy to install with no instrument modification necessary. The pickup is secured in a guitar's sound hole using soft, cushioned clamps, while its cable input is fastened to a guitar's strap peg using a flexible built-in harness.

The AcousticLink's GuitarLink 1/4"-to-USB cable contains analog-to-digital conversion technology that will maintain the textured, rich sound of an acoustic guitar and can also be used with electric guitars and basses. Guitarists can record and produce tracks with the included Steinberg Cubase LE software, which features a full range of music production tools and a straightforward user interface. The AcousticLink can also be used with virtually any other music software.

The AcousticLink [digital recording](#) system also works with Apple's iPad USB connector, enabling players to record their instrument directly into their iPad using apps such as GarageBand. AcousticLink works with Mac and PC computers, with a plug-and-play USB connection that does not require any drivers or setup.

"The AcousticLink makes it easy and convenient to record any acoustic guitar into your computer or iPad," said Dan Radin, Alesis Product Manager. "We love to empower musicians to play, perform and create music with their platform of choice, and the AcousticLink does just that."

The AcousticLink will be available from musical instrument and pro audio retailers Q3, 2011. It has a U.S. Retail Price of \$69.00 and an estimated street price of \$49.00.

For more information on the AcousticLink, please visit www.alesis.com/acousticlink

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The Cadenza, a New Digital Piano from Alesis, Introduced at Summer NAMM 2011

Cadenza, an 88-key hammer-action digital piano offers genuine piano performance plus digital piano connection to Mac, PC or iPad.

Cumberland, R.I. (July 19, 2011) – Alesis, the world's leading manufacturer of professional audio equipment and studio electronics, announces the Cadenza digital piano. Alesis will exhibit the Cadenza at Booth #400 at the 2011 Summer NAMM show from July 21st- 23rd in Nashville, TN.

The Cadenza is an 88-key, hammer-action [digital piano](#). Musicians will appreciate its sound, feel and performance features that they can use to bring their musical ideas to life. The Cadenza's 88 hammer-action keys equip players with a full range of musical expression, enabling them to play any piano piece. Musicians will enjoy the Cadenza's eight, stereo instrument voices, including Grand, Upright, Electric, Strings, Organ and more. Musicians can enjoy the Cadenza's Split function, which divides the [digital keyboard](#) into two different sounds of the player's choosing, such as left-hand piano and right-hand strings. The included sustain pedal enables further expression. Creative players can add chorus and reverb effects, and fine-tune treble and bass controls. Experienced pianists can even customize the Cadenza's touch sensitivity for the response that suits their playing style.

Pianists can play along with their favorite songs by connecting a CD or MP3 player through the Cadenza's 1/8-inch stereo auxiliary input. A MIDI Input jack enables playing the Cadenza's sounds using an external keyboard, and a MIDI output jack empowers players to use the Cadenza's [digital piano keyboard](#) to perform with any MIDI-compliant sound module or instrument. Plus, the Cadenza's USB MIDI jack connects directly to a Mac or PC so players can work with virtually any music software on Mac and PC. And with Apple's USB adapter, players can even connect the Cadenza to their iPad or iPad 2 and play using Core MIDI-compliant apps.

Built-in stereo speakers and a compact, wood-grain frame make the Cadenza the perfect choice for those who want a digital piano that takes over a room with its

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sound – not its size. For completely silent practice at any hour, players can plug in headphones and silence the speakers.

“The Cadenza delivers an expressive, natural piano experience, silent practice, and connection to Mac, PC and iPad.” said Dan Radin, Alesis Product Manager. “At a fraction of the size, weight or cost of traditional pianos, the Cadenza is a wonderful choice for every home.”

The Cadenza will be available from musical instrument and pro audio retailers in Q3 2011.

For more information about the Cadenza, a new digital piano, please visit www.alesis.com/cadenza

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Revolutionary iPad and iPad 2 Music Production, Performance and Creation Now Available with the Alesis iO Dock

iPad and iPad 2 music production is now possible with the world's first pro audio dock for iPad, linking apps with microphones, instruments, MIDI, audio and video.

Cumberland, R.I. (June 27, 2011) – Alesis, a leading manufacturer of professional audio equipment and electronic drums, announces the iO Dock, the world's first pro-audio dock for Apple's iPad and iPad 2 is now shipping to pro-audio and instrument retailers everywhere.

The iO Dock is the missing link between the iPad, its associated App Store's catalog of audio and video apps, and the entire world of professional audio equipment. Songwriters, music producers and performers of all kinds will find that the iO Dock turns an iPad into a professional [music studio](#) by connecting the iPad's powerful processor, touch-screen interface and extensive library of apps, to their collection of microphones, instruments, professional speaker and PA systems, MIDI controllers, sound modules, video projectors and much more.

With the iO Dock and an iPad or iPad 2, musicians and producers can record, perform, create and craft music in virtually any conceivable manner or location. Built to accommodate current app-development standards including Core MIDI and Akai Pro's AkaiConnect SDK, the iO Dock is a universal [iPad audio-recording](#), playback, and MIDI device that bridges the user's choice of music-creation and performance apps with virtually all professional input and output instruments and devices.

The iO Dock provides microphone and instrument users with two combination XLR and 1/4-inch inputs, each with its own gain control and switchable phantom power for condenser microphones. Guitarists will appreciate the iO Dock's guitar-direct switch, enabling them to play, perform and record right into amplifier and effects-modeling apps. Bands can connect outputs from their mixer to easily record their performances and rehearsals or use the iO Dock as a metronome or loop-playback device on stage. Producers can use the iO Dock for [iPad music production](#), using its MIDI and USB-MIDI jacks to sequence external keyboards, samplers, drum machines and synthesizers, or perform using the iO Dock as the sound module connected to their favorite MIDI keyboard, drum pad or other controller. An assignable 1/4-inch

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footswitch input enables remote control of any app-defined function such as stop/start or record. Users can also connect the iO Dock to their Mac or PC using the USB port to remote-control software with faders, transport controls or any other MIDI-compliant control app.

Musicians can connect the iO Dock's stereo pair of 1/4-inch main outputs to studio monitors for critical listening, or to PA systems for use in performance settings. They can monitor on headphones, and independently control the levels of the main and headphone outputs, each on its own knob. Recording musicians will appreciate the iO Dock's direct-monitor switch, which enables them to toggle between the incoming and playback signal on their headphones. Rounding out the iO Dock's output section is a composite video connector, enabling users to employ the iO Dock as a source for video projection behind bands on stage, or for connection to most televisions and computer monitors.

"Since its release, the iPad has captured the interest of forward-looking musicians," said Dan Radin, Product Manager, Alesis. "There are lots of music apps in the App Store, but before the iO Dock, there hasn't been a professional way to interface your music gear with iPad."

The Alesis iO Dock is now available from musical instrument and pro audio retailers everywhere with a U.S. Retail Price of \$399.00 and an estimated street price of \$199.00. For more information about the iO Dock, please visit <http://www.alesis.com/iodock>.

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Alesis manufactures a full line of professional audio and musical instrument products capitalizing on its strengths in digital, analog, semiconductor, and transducer technologies. Alesis delivers revolutionary product solutions to the music and audio production industries. For more information, visit www.alesis.com; images are available at <http://www.alesis.com/media>.



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