

M-Audio Announces Educator's Guide to Music Technology

Booklet equips instructors to educate the next generation of musicians

Los Angeles, CA, January 7, 2004 – M-Audio, industry-leading manufacturer and distributor of hardware and software for computer-centric musicians, is proud to announce the availability of the Educator's Guide to Music Technology. Designed to inform instructors about how best to educate the next generation of musicians, M-Audio's Guide features basic explanations of digital audio recording technology, plus a variety of flexible and expandable solutions that meet the needs of today's educational environments and budgets.

Many educators recognize the increasing importance of technology in the lives of all musicians, and have heard about its value in supporting the learning process, yet remain unsure about how to incorporate technology into traditional music education environments. Written by respected educator Stephanie Sobey-Jones, the Educator's Guide to Music Technology gives teachers a simple and straightforward introduction to the world of digital audio. Using non-technical language, Sobey-Jones explains the concept of keyboard controllers; helps educators to determine whether PCI, USB, or FireWire is the ideal solution for a specific classroom; describes how software programs like Propellerhead Reason can be used to teach signal flow and routing; and much more. The Guide even includes quotes from instructors at prominent educational institutions that explain how M-Audio products play an indispensable role in their classrooms.

If after reading the explanatory text educators are still uncertain as to how best to utilize their budgets, the Educator's Guide to Music Technology outlines a variety of solutions ranging from basic MIDI control packages to sophisticated FireWire recording systems complete with microphones and studio reference monitors. Simply adding these packages to a computer already set up with audio or MIDI recording software will result in complete music creation workstations.

"More than anything else, today's educators lack time," says Adam Castillo, Marketing Director. "We are pleased to be able to provide complete educational solutions that require minimal setup and yield excellent results when used in a variety of applications—whether in the classroom, onstage during live theatrical performances, or around campus for recording or composing projects."

Stephanie Sobey-Jones will be presenting M-Audio's complete education packages daily at 10:00am at M-Audio's Winter NAMM Booth (#6700).

M-Audio's Educator's Product Guide will be available as of mid-January. To receive your complimentary Guide, please contact your local M-Audio dealer, or Carol TeVault at 626-633-9050 x256 (carol@m-audio.com).

About M-Audio

M-Audio is a leading provider of creative tools for today's electronic musicians and audio professionals. Founded in 1988, M-Audio now has independent offices in the US, Canada, UK, Germany, France and Japan, as well as independent distribution in most of the rest of the world. M-Audio's ability to parlay advanced technology into affordable products has led the Company to win some of the international audio community's highest praise and awards. M-Audio's mission of "Redefining the Studio" delivers new levels of control, virtualization and mobility that transform the way computer-centric musicians compose, perform and live their creative lives. In addition to manufacturing its own product lines like the popular Delta audio cards, Studiophile reference monitors and USB MIDI controllers, M-Audio also wholly owns Evolution Electronics LTD and distributes other best-of-class products such as Propellerhead's Reason, Ableton's Live, and Sonic Reality's ReFills. In 2002, the Company successfully launched a product line that brings professional-quality audio to the consumer electronics market.

U.S. media contact: Kevin Walt at 626-633-9050 x229 or kevin@m-audio.com.

High-res images of M-Audio products are available at www.m-audio.com/company/images.php.

• M-Audio USA: 5795 Martin Road • Irwindale, CA 91706 • Tel: (626) 633-9050 • Fax: (626) 633-9060 • www.m-audio.com • info@m-audio.com
• M-Audio UK: Unit 5, Saracen Industrial Estate, Mark Rd • Hemel Hempstead, Herts, HP2 7BJ • England • Tel: 44 (0) 1442 41 6590 • Fax: 44 (0) 1442 24 6832 • www.m-audio.co.uk • info@maudio.co.uk
• M-Audio Germany: Kuhallmand 34 • D-74613 Ohringen • Germany • Tel: 49 7941 98 7000 • Fax: 49 7941 98 70070 • www.m-audio.de • info@m-audio.de
• M-Audio Canada: 1400 St. Jean Baptiste Ave., #150 • Quebec City, QC G2E 5B7 • Tel: (418) 872-0444 • Fax: (418) 872-0034 • www.m-audio.ca • info@m-audio.ca
• M-Audio Japan: Annex Building 6F • 2-18-10 Maranouchi • Naka-Ku Nagoya • Japan 460-0002 • Tel: 81-52-218-3375 • Fax: 81-52-218-0875 • Web: www.m-audio.co.jp • info@m-audio.co.jp
• M-Audio France: Unit 5, Saracen Industrial Estate, Mark Rd • Hemel Hempstead, Herts, HP2 7BJ • England • Tel: 0810 001 105 (Azur) • Fax: 0820 000 731 (Indigo) • www.m-audio-france.com
• M-Audio Latin-America: 45 E. Saint Joseph Street • Arcadia, CA 91006-2861 • Tel: (949) 766-7589 • Fax: (949) 766-7590 • cadams@m-audio.com

www.m-audio.com