

New M-Audio ProFire 610 Audio Interface Delivers Superior Sound and Flexibility in a Compact Package

LOS ANGELES, August 28, 2008 — M-Audio, a leading provider of creative tools for musicians, today unveiled the ProFire™ 610 FireWire audio interface, which extends the legacy of the best-selling FireWire 410.

M-Audio created the ProFire 610 audio interface using many of the same design elements found in the flagship ProFire 2626 interface—in response to demand from customers who need a compact unit with advanced functionality and pristine audio quality. Now users can harness the power of 24-bit/192kHz audio resolution, M-Audio® Octane™ preamp technology and onboard DSP mixing in a bus-powered unit ready to withstand any road environment.

The flexible ProFire 610 audio interface was designed to facilitate the needs of diverse musicians and producers. Two preamps with award-winning Octane technology offer clean, transparent sound with exceptionally low distortion—ideal for recording tracks in the studio. Multiple analog and digital connection options enable DJs and electronic musicians to use the ProFire 610 interface as the centerpiece of an elaborate live performance rig. The onboard DSP mixer allows producers and musicians to create multiple, independent monitor mixes. Simultaneous 6 x 10 I/O gives sound designers and video editors the ability to create 7.1 surround sound mixes in full 24-bit/192kHz audio resolution. The rugged, well-built metal chassis allows users to take ProFire 610 on the road for mobile music production. By combining these professional, studio-grade tools in a half-rack-space unit, ProFire 610 delivers a powerful recording experience.

“The ProFire 610 is an unbeatable choice for mobile music production,” said Adam Castillo, marketing director at M-Audio. “It features the high-end components and superior sound quality of the ProFire 2626 in a portable, bus-powered package—transforming any Mac or PC into a powerful 6-in/10-out recording studio.”

ProFire 610 Features:

- up to 24-bit/192kHz for high-definition audio
- flexible onboard DSP mixer
- 2 preamps with award-winning M-Audio Octane technology
 - 73dB gain range*
 - 48V phantom power
 - 20dB pad on each preamp
 - signal/peak LED indicator lights
- 6 unique inputs including:
 - 2 XLR/TS combo jacks for mics or instrument level inputs
 - 2 ¼" TRS balanced line inputs
 - stereo S/PDIF in
- 10 unique outputs including:
 - 8 ¼" TRS balanced line outs
 - stereo S/PDIF out
- 2 ¼" TRS headphone outputs with independent volume controls
- built-in 1 x 1 MIDI interface
- 2 FireWire (IEEE 1394) ports
- JetPLL jitter elimination technology for stable synchronization
- standalone operation as 2 mic pre/2-channel A/D-D/A converter
- user-assignable master volume knob for total control over output levels
- powered via FireWire bus or external power supply
- half-rack-space form factor fits in Universal Rack Tray
- compatible with most major audio software

The ProFire 610 interface is currently expected to ship in the third quarter of 2008 and carry an MSRP of US\$499.95. For comprehensive product information, visit m-audio.com/ProFire610.

**Including 20dB pad.*

About M-Audio

M-Audio, a part of Avid Technology, Inc., is a leading provider of innovative tools for today's computer musicians and audio professionals. Now celebrating its 20th anniversary, the company was founded with the goal of democratizing music production by making powerful, easy-to-use technology accessible to a broad creative community. The company's award-winning and comprehensive product line includes PCI-, FireWire- and USB-based audio interfaces; USB/MIDI keyboard controllers and digital pianos; microphones, preamps and reference monitors; and DJ tools. M-Audio has received numerous industry accolades, including *Music Trades'* "Company of the Year" and "Fastest Growing Company" distinctions. For more information, visit www.m-audio.com.

About Avid Technology, Inc.

Avid (Nasdaq: AVID) is a worldwide leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals – as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid®, Digidesign®, M-Audio, Pinnacle Systems®, Sibelius®, Softimage® and Sundance Digital®. The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. Avid received an Oscar® statuette representing the 1998 Scientific and Technical Award for the concept, design, and engineering of the Avid® Film Composer® system for motion picture editing. For more information about the company's Oscar, Grammy® and Emmy® award-winning products and services, visit www.avid.com.

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