

DIGITECH MULTI-EFFECT PEDALS STREAM AUDIO DIRECTLY TO AN IPAD QUICKLY AND EASILY RECORD CD QUALITY TRACKS



Apple® sold over 15 million iPads™ in 2010. With the announcement of GarageBand for iPad, Apple is enabling musicians of every skill level to create music and capture their creativity.

DigiTech has had a similar mission for many years. We have continually focused on giving players the “power to create” with products like JamMan, GNX workstations, and the RP multi-effect processors. Using the current USB equipped DigiTech multi-effects processors players can use their favorite presets and custom tones to record CD quality audio guitar and bass tracks directly to an iPad. DigiTech is making it even easier to for musicians to create music and share it with the world.

HOW TO CONNECT RP/BP PEDAL TO AN IPAD



Customers can connect any USB equipped DigiTech multi-effect pedal to an iPad using a USB cable and iPad Camera Connection Kit adaptor. Adaptors are available at many of Apple’s authorized iPad dealers and online at apple.com. The retail cost is \$29.00.

TARGET USER

- Musicians who use home recording equipment
 - RP155-RP1000: Guitar players
 - BP355: Bass players

MAIN SELLING POINTS

- ***Pedals Already Compatible with iPad:*** The DigiTech multi-effects pedals are currently compatible with the iPad and will record directly to GarageBand and many other multi-track recording apps via the USB connection.
- ***Stream, Record, and Playback Your Custom Tones with HD Audio:*** DigiTech pedals stream 24-bit audio at 44.1 kHz sample rate over the USB connection.

- **Saves Time and Energy Allowing Players to Record More:** DigiTech multi-effects pedals have more high definition effect, amp, and cabinet models than our competitors. The pedals are ready to go out of the box. Simply connect them to an iPad via the USB port and customers can begin recording immediately. By using the processing power of DigiTech pedals to create the perfect tone, player free up more processing power in the iPad to optimize its performance.

USB EQUIPPED DIGITECH PEDALS COMPATIBLE WITH IPAD

- RP155, \$167 Retail
- RP255, \$249 Retail
- RP355, \$345 Retail
- RP500, \$485 Retail
- RP1000, \$689 Retail
- BP355, \$345 Retail



DIGITECH SUPERIOR TO COMPETITORS

1. Compatible with iPad without any additional digital I/O equipment or 3rd party software; users only need the iPad Camera Connection Kit.
2. Best selling multi-effect pedals in the world
3. High definition audio and effect models from the company that invented multi-effects and effect modeling.
4. DigiTech gives customers more effects, amp models, and cabinets models than competition
5. Large, easy to read display, with user-friendly preset editing matrix

CHALLENGES

1. **Do I have to have the USB-to-30-pin adaptor?** Yes. Currently this is the only approved adaptor from Apple that will allow connection of USB devices to an iPad. They are readily available from most authorized Apple iPad dealers.
2. **Do I have to record tracks with effects?** No. You can bypass the effects in the pedal to record a dry signal to an iPad.
3. **How do I control the recording levels?** Each DigiTech unit has a USB recording level and playback level that can be adjusted to fit your personal preferences.

PRODUCT COMPARISON CHART

**DigiTech
RP155**



**DigiTech
RP255**



**DigiTech
RP355**



**DigiTech
RP500**



**DigiTech
RP1000**



Retail	\$167	\$249	\$345	\$485	\$689
Effects	47	55	64	80	100
Amps	23	24	34	53	55
Cabinets	12	15	18	22	26
Presets	100	120	140	200	200
Drum Patterns	60	60	60	-	-
Looper	-	20 sec.	20 sec.	20 sec.	20 sec.
USB	Yes	Yes	Yes	Yes	Yes

COMPLIMENTARY PRODUCTS TO THE DIGITECH MULTI-EFFECTS PROCESSORS

Apple iPad, iPad2

Apple iPad Camera Connection Kit

DigiTech Gig Bags (various sizes for different models)