

Griffin Technology Introduces StudioConnect and MIDIConnect for iOS



Compact and portable solutions that enable musicians to create and edit music on-the-go and at a fraction of the cost of a recording studio

Las Vegas — January 10, 2012 — Griffin Technology, one of the world's foremost creators of innovations for everyday life, is excited to unveil two new additions to its lineup of music creation accessories.

MIDIConnect joins Griffin's [GuitarConnect Pro](#) in providing compact, go-anywhere input solutions for iPad, iPhone or iPod touch. **StudioConnect** is the ultimate tracking, editing and overdubbing companion for GarageBand. The desktop unit serves as an all-in-one interface for audio, MIDI-In and MIDI-Out as well as a charging dock for the iPad device.

"GarageBand has put powerful audio production tools within reach of any musician with an idea and an iPad," said Mark Rowan, President of Griffin Technology. "We've made it easy to connect your real instruments with GarageBand and control every aspect of your project."

The multipurpose [StudioConnect](#) for iPad combines both audio and MIDI (Musical Instrument Digital Interface) recording into one compact device that also simultaneously charges the iPad. StudioConnect takes recording music on the iPad to an entirely new level giving aspiring musicians a chance to produce professional sounding recordings.

With StudioConnect the audio in and out is simple:

- **Audio In** – Complete with its own gain control. Plug in your instrument through a mono 1/4" jack or plug a mixer into StudioConnect's stereo 3.5mm jack.
- **Audio Out** – Left and right line-level RCA plugs. Also a 3.5 mm stereo headphone jack with its own volume knob helps monitor what's going in and out.

MIDI in and out is equally straightforward:

- **MIDI In** – Connect your MIDI controller through a standard 5-pin DIN MIDI-in port.
- **MIDI Out** – A second 5-pin DIN connector accepts a sequencer, sound module or other MIDI gear, allowing your iPad and favorite MIDI apps to act as a MIDI controller.

Specifically for MIDI, Griffin's [MIDIConnect](#) adds a MIDI input and output to iOS devices. It's easy to use, and allows you to plug MIDI keyboards and other MIDI-capable devices into an iPad, iPod touch or iPhone. Use it to play your MIDI instrument straight into GarageBand or other popular MIDI apps. Both MIDI in and out ports are industry-standard 5-pin DIN connectors, compatible with most commonly-available MIDI cables and connectors.

[MIDIConnect](#) will be available this spring for \$79.99. [StudioConnect](#) will be available in February for \$149.99 at www.griffintech.com.



Available today is Griffin's [Premium AUX Cable](#), a perfect solution to connect your iPhone, iPod, MP3 player, iPad, laptop and other devices to the AUX-in port of your car stereo, as well as your home entertainment system, and most other audio jacks. Gold plated stereo connectors and 22-gauge twisted copper cabling delivers a fourfold improvement over standard AUX cables by lowering signal loss due to resistance and interference. Only 1.2 mm thick, the Premium AUX Cable lies flat to resist kinking, resulting in a cleaner and more organized installation. Six feet in length, the cable is complete with 1/8" (3.5 mm) gold-plated stereo-mini connectors. Available in white, yellow, red, blue and black the [Premium AUX Cable](#) is \$29.99.



Griffin's music-making accessories will be showcased at Griffin's booth at CES 2012 in Las Vegas. Visitors can stop by [booth #5212 in North Hall](#), for a full demo.

To learn more about Griffin's music accessories, visit www.griffintech.com/music.

For additional information about Griffin products, visit www.griffintech.com and follow Griffin on Facebook, www.facebook.com/griffintech, and on Twitter, [@griffintech](https://twitter.com/griffintech).

About Griffin Technology

Founded on Paul Griffin's kitchen table in 1992, Griffin Technology Inc., is today one of the world's foremost creators of accessories for home, mobile and personal technology. Unique products such as iTrip®, PowerMate®, iFM®, iMic® and Evolve® Wireless Speaker System have broken new ground in consumer electronics and created loyal fans the world over. Today, Griffin products are conceived, designed and developed in-house, and continue to push the envelope of the industry they helped create. Learn more about Griffin's entire range of ingenious designs at www.griffintech.com. Follow Griffin Technology on <http://www.facebook.com/griffintech> and on Twitter, [@griffintech](https://twitter.com/griffintech).

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