

## For Immediate Release

**Media contact:**

Brian McConnon  
Music Marcom, LLC.  
610-480-8919  
brian@musicmarcom.com  
www.musicmarcom.com



## **iZotope Announces Acquisition of Sonik Architects and Partnership with BT**

*iZotope will partner with pioneering composer, music producer and technologist BT to release a line of new music performance and audio production tools, expand on Sonifi™ collaborative music platform*

**Cambridge, MA (December 2, 2010)** – iZotope, Inc. has acquired Sonik Architects, the music technology company founded by composer and audio production pioneer Brian Transeau (BT). iZotope plans to release products designed by BT including Stutter Edit® and BreakTweaker™ and will take over development and licensing for the Sonifi™ collaborative music platform for mobile devices.

“BT’s innovative production techniques have influenced a whole generation of music makers across every genre of music,” says iZotope co-founder and CEO Mark Ethier. “iZotope is thrilled to collaborate with BT to launch new products born out of his need for performance and production tools that did not previously exist.”

BT, whose studio album *These Hopeful Machines* (Nettwerk/Black Hole), was just nominated for a 2011 GRAMMY AWARD for “Best Electronic/Dance Album”, sought out iZotope to help develop, release, and support the unique products he has been developing for years. Says BT:

“I love iZotope’s willingness to push the boundaries of music and audio technology, and I have been using their tools for years. Collaborating with iZotope is a perfect fit. I’m excited to partner with them to bring revolutionary new tools to musicians everywhere.”

iZotope will release long-awaited software products designed by BT, including Stutter Edit® and BreakTweaker™. Stutter Edit blurs the line between audio effect and instrument, letting studio musicians, live performers and laptop DJs improvise intricate “stutter” effects, dynamic build-ups and fills. Until now, these effects have only been possible with meticulous and time-consuming cutting and editing in the studio. BreakTweaker will give beat-makers new tools for synthesizing drum sounds and creating complex micro-rhythmic patterns--techniques that are not possible with conventional drum machines and music production software.

iZotope will also continue the development and licensing of Sonifi, an iPhone application that allows users to create, collaborate, effect and save remixes of a song in real time. iZotope will leverage its experience with the successful iDrum® line of iPhone and iPod touch apps to open up Sonifi to labels and high profile artists as a new collaborative fan experience. A version of Sonifi featuring BT's single "Desert Rose" is available on the Apple App Store.

Visit [www.izotope.com/bt](http://www.izotope.com/bt) for product news updates.

### **NAMM Show Press and VIP Event**

iZotope and BT will be showcasing a new product at the 2011 NAMM show on Jan. 13<sup>th</sup> in Anaheim, CA. For information about attending a special VIP industry and press event, please contact Victoria Kane at iZotope ([victoria.kane@izotope.com](mailto:victoria.kane@izotope.com)).

### **About iZotope, Inc.**

iZotope is a research-driven audio signal processing company based in Cambridge, Massachusetts. Its hardware products, software products, and audio technology are used by millions of people in over 50 countries, from hobbyist musicians to GRAMMY Award winners. iZotope focuses on developing innovative audio technology for professional and consumer applications. This core technology is presented to customers in its award-winning product line and through its extensive licensing program now including console video games and mobile platforms.

### **About BT**

BT is a prolific composer, producer and technologist whose discography spans a dizzying array of musical styles. Whether composing intricate scores for blockbuster films such as *The Fast and The Furious*, and the Oscar-winning *Monster*; writing and producing for Sting, David Bowie, Peter Gabriel and Madonna; to creating cutting edge proprietary software tools from scratch to make it happen--BT is at the heart of it all. BT will release a special direct-to-fan boxed set, *These Re-Imagined Machines* (Nettwerk/Black Hole) on March 10<sup>th</sup>, 2011. The album contains remixes and re-interpretations by dance music's most outstanding producers. BT's studio album, *These Hopeful Machines* (Nettwerk/Black Hole) is out now.

### **Contact Information:**

MI and Pro Audio Press Info

Brian McConnon, Music Marcom – [brian@musicmarcom.com](mailto:brian@musicmarcom.com)

### **Music/Club/Lifestyle Press Info**

BT Interview Requests and Artist Information

Emily Tan, EMILY TAN Media Relations - [EmilyEmilyTan@aol.com](mailto:EmilyEmilyTan@aol.com)

### **For Information on Sonifi and iDrum Licensing**

Alex Westner at iZotope – [alex.westner@izotope.com](mailto:alex.westner@izotope.com)

### **Information for Resellers and Distributors**

Zac Kenney at iZotope – [zac.kenney@izotope.com](mailto:zac.kenney@izotope.com)

### **NAMM VIP Event Inquiries**

Victoria Kane – [victoria.kane@izotope.com](mailto:victoria.kane@izotope.com)