



For Immediate Release

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ALESIS INTRODUCES MUTIMIX FIREWIRE MIXER SERIES - Portable Mixers Allow Direct FireWire Interfacing -

Cumberland, RI, Jan 1, 2005 – Alesis is pleased to announce its new line of MultiMix mixers featuring FireWire data connectivity. The MultiMix FireWire Series includes 3 different tabletop mixers, all featuring exclusive DICE II FireWire technology. Allowing for transfer of multiple audio data streams from mixer to PC using a standard IEEE-1394 interface, these mixers provide lightening fast connectivity to a wide range of PC-based audio production applications.

The MultiMix FireWire mixers are compact mixers featuring low noise analog electronics, 100 studio-grade 28 bit digital effects, and rock-solid construction. The mixers are available in 8, 12 and 16-channel versions all featuring high-gain mic/line preamps, phantom power, auxiliary send/returns and on-board effects engine including reverbs, delays, chorus, flanging, 3-band EQ per channel with high/low shelving and mid band pass/reject.

Additional features of the MultiMix USB series include separate ¼" balanced main and monitor outs, headphone out, integrated FireWire port to transfer audio directly between the mixer and your computer, and 24-bit stereo simultaneous input/output over a FireWire 1394 connection. Plug and play operation is available under Windows XP and Mac OSX. The FireWire mixers also come bundled with Cubase LE recording software.

Alesis President Jack O'Donnell commented: "With the MultiMix FireWire Series we've made multi-track recording to PC a viable and affordable possibility for the modern artist/producer."

Available Q2 of 2005.

Alesis manufactures a full line of professional audio and musical instrument products capitalizing on its strengths in digital, analog, semiconductor, and transducer technologies. Alesis delivers revolutionary product solutions to the music and audio production industries. For more information, visit www.alesis.com.

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