



Mailing address: P.O. Box 1450, Simi Valley, CA 93062-1450-USA  
PHONE: 805 527-9580 web: [www.americanrecorder.com](http://www.americanrecorder.com)

## Press Release

### CONTACT INFORMATION:

Bob Kielhorn  
Strategic Edge--Marketing Consultants  
6147 Landino Drive  
Westlake Village, CA 91362 USA  
818.903.7371 (V)  
818.991.2517 (F)  
[Bob@StrategicEdgeMarketing.net](mailto:Bob@StrategicEdgeMarketing.net)  
[www.StrategicEdgeMarketing.net](http://www.StrategicEdgeMarketing.net)

**See American Recorder Technologies at  
CES 2006 Booth #21728 South Hall**

## American Recorder Technologies Introduces pMix Personal Audio Mixer™ For Use With iPod™

### FOR IMMEDIATE RELEASE

**Las Vegas, NV--(January 5, 2006)** – In keeping with their line of breakthrough, cutting edge audio/video/photo products, American Recorder Technologies today announced the newest product in their audio line, the pMix Personal Audio Mixer™ for use with the Apple iPod™.

Note To The Media: Please see the accompanying “Suggested Configurations.”

ART President Alan Adelstein said “Everyone knows the world is crazy over iPod™. And, there are many products out there today that are built around the iPod™. Our desire was not



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to be one of those “me-too” types...that’s not who we are. We were looking for the truly revolutionary product about which iPod™ owners could feel the same way they do about their iPod™ itself. And here it is...the pMix Personal Audio Mixer™. The pMix Personal Audio Mixer™ is a device that enables the user to control audio sources, including the iPod™, for a fun, great sounding, easy to set up, customizable audio session.”

He continued, “The pMix™ is very flexible. For example, suppose you play an electric guitar. You can plug the guitar cable into one of the audio input jacks, a PC audio output cable into a second audio input jack, the iPod™ into the third input jack and a speaker level cable into a 2.1 Amplified Speaker System. Instant jam session! This product takes the iPod™ to a whole new level...something our market research told us iPod™ owners want to do. Whether you sing, play a musical instrument, listen to Satellite Radio or listen to music on a music server or CD/DVD player, the pMix™ maximizes the fun you can have in a truly unique and extraordinary audio experience.” (Please Note: a special adapter will be required in order to use the pMix™ with an electric guitar or microphone.)

American Recorder Technologies Quick Facts—pMix Personal Audio Mixer™:

**Audio Source Inputs—3**

**DC Volt Input—1**

**Speaker Out—1**

Alan adds “We invite everyone to visit our booth #21728 in the South Hall at the Las Vegas Convention Center. We’ll be there to demonstrate our new pMix™ product.”

Note: “iPod” is a **trademark** of Apple Computers, Inc. in the United States and/or other countries and pMix is a trademark and pMix Personal Audio Mixer is a trademark of American Recorder Technologies in the United States and/or other countries.



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### **About American Recorder Technologies, Inc.**

Founded in 1977, American Recorder Technologies, Inc. is a privately owned corporation manufacturing a wide assortment of consumer and professional audio/video, music and photographic products.

The company's very first product, S-711 INTRACLEAN™ was the first professional tape head cleaning fluid sold in the USA and was quickly recognized by both audio manufacturers and leading recording studios as the industry standard. Over the years, the company expanded their product offerings to include all formats of analog audio/video maintenance products.

Under the leadership of founder and President Alan Adelstein, the company has comfortably moved from analog to digital with a complete line of products and accessories supporting existing and emerging technologies. Most recent product introductions include the Photo Studio in a Box™, Photo Studio In A Box--*Supersized™* and pMix Personal Audio Mixer™.

Contact Information: 4486 Runway Street, Simi Valley, CA 93062; phone: 805.527.9580.

### **About Strategic Edge**

Strategic Edge, established in 1991 by President Bob Kielhorn, is a leading marketing consulting company located in Southern California.

Strategic Edge represents American Recorder Technologies to trade and consumer target audiences, as well as other companies who market business-to-business and business-to-consumer products and services. Strategic Edge invites inquiries regarding strategic alliances with its client companies.

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