Asterope News Release

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**ASTEROPE ANNOUNCES NEXT-GENERATION INSTRUMENT CABLES, EXPANSION INTO “PRO AUDIO” MARKET**

**New Cables Designed for Specific Music Environments**

**January 19, 2012, Austin, Texas…** Asterope today announced the next generation of its

breakthrough instrument cables, including cables designed for specific customer uses – from the

rehearsal room to the recording studio to the stage. Known as the “Pro Artist”, “Pro Studio” and

“Pro Stage” series, the new cables are designed to offer even greater sound quality, while giving

musicians their choice of cable for the various environments in which they play.

 The new cables feature a rugged design, a choice of nickel or gold connectors, and a

choice of cable colors, offering both aesthetic and functional differences between the various

cables. Musicians can customize their cables to achieve their desired sound, from tone with

more “punch” to tone with a more ‘spacial’ quality.

 “Our next-generation product line represents a leap forward for the musician and the

listener,” said Dariush Rad, president of Asterope. “The new cables are more rugged and

sonically superior to the previous generation, while offering a heretofore unavailable level of

flexibility for the user. By designing our new products for specific user environments, we have

taken what many musicians considered to be the best cable they’ve ever heard, and made it even

better.”

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**ASTEROPE INTRODUCES NEXT GENERATION INSTRUMENT CABLES**

**2-2-2**

 The “Pro Artist” series, available in Asterope’s signature purple color, is designed for

everyday use in a variety of environments, from acoustic to overdrive. The “Pro Studio” series,

available in arctic white, is ideal for use in the recording or home studio. The “Pro Stage” series,

available in midnight black, is designed for use in a live, on-stage environment.

 The new cables are available in straight-to-straight, straight-to-right and right-to-right

configurations, with a choice of standard or “quiet” (silent switching) connectors. Cable lengths

include 6’, 10’, 15’, 20’, 30’, 40’ and 50’ lengths, as well as 1’ and 3’ patch cables. Pricing

begins at $89 for a 6-foot instrument cable.

**Custom-ordered cables**

 To accompany the launch of its new product line, Asterope has introduced a unique

custom-ordering program, allowing purchasers to personally design their cables by length, cable

type and connector to meet their specific needs. This unique ordering flexibility gives customers

total control over their choice of cable, allowing them to tailor their cable to their environment.

Dealers and distribution partners are also able to take advantage of Asterope’s ordering and

manufacturing flexibility by being able to select the precise types and lengths of cable they want

to have on-hand for their customers.

 “We understand the needs of musicians and are focused on ensuring the best possible

cable for every music environment,” added Mr. Rad.

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**ASTEROPE INTRODUCES NEXT GENERATION INSTRUMENT CABLES**

**3-3-3**

**Asterope Pro Audio Cables**

 In addition to the new series of music instrument cables, Asterope today announced its

first line of XLR cables, designed for the “pro audio” market. These cables continue the

Asterope tradition of providing greater clarity, a broader frequency response and more dynamic

harmonics. Priced starting at $99 for a 6’ cable, the new XLR cables are ideal for use in both

live performance and studio recording environments. The new XLR cables are available in 2’,

4’, 6’, 10’, 15’, 20’, 30’, 40’ and 50’lengths.

 Since their introduction, Asterope cables have been selected by a wide variety of industry

professionals as their cable of choice. A host of renowned players, producers and engineers have

chosen the company’s breakthrough line of instrument cables for both live performances and

session work.

**About Asterope:**

Asterope, LLC is an innovative audio cable technology company specializing in products

designed for the music, pro audio and high-end audio markets. Headquartered in Austin, Texas,

the company offers unique products using breakthrough technology for musicians, engineers and

audio enthusiasts. The company can be followed on Facebook, Twitter and at

[www.asterope.com](http://www.asterope.com).

*Asterope… Cables Matter*

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