

News Release



Media contact:

Dean Kline

512-751-2263 or dean@asterope.com

## **ASTEROPE LAUNCHES POWERFUL AUXILIARY CABLE FOR RECORDING, DJ AND HOME MARKETS**

### **Company Expands Pro Audio and OEM Initiatives; Matchless Amplifiers Now Installing Asterope Technology**

**AUSTIN, Texas – June 23, 2016...**Asterope today announced its first auxiliary audio cable, the latest application of its breakthrough audio technology platform. The new cable is ideal not only for recording environments, but also the growing DJ market, as well as use in the home or car and reflects the flexibility of Asterope's audio technology platform.

The new stereo mini-jack auxiliary cable is another example of the dynamic flexibility of Asterope's technology, allowing users to easily connect iPhones, iPads and other devices to sound systems. For the first time, consumers can enjoy Asterope's greater clarity, bandwidth and harmonic response in settings from the home to car to the dance floor.

In addition to its new product, Asterope continues its expansion into the Pro Audio and OEM markets, including its first OEM agreement through its "Wired With Asterope™" ingredient branding initiative. Matchless Amplifiers now offers amplifiers with Asterope's breakthrough cable technology installed as an option in select amplifiers. Matchless is an award-winning amplifier manufacturer known for its outstanding quality and craftsmanship. Every Matchless amp is handmade from start to finish in Los Angeles, California. Matchless is the first 3rd-party manufacturer to install Asterope audio technology.

"I've been building amps for 20 years," said Phil Jamison, president of Matchless Amplifiers. "I had no idea that 'wire' could make such a difference. When I wire an amp with Asterope, everything opens up. It's like removing a blanket from your cabinet that you didn't know existed. It provides a much cleaner and more dynamic sound. Asterope products totally enhance and electrify the sound of our amps. This is a remarkable technology that has to be experienced first-hand."

Asterope is also working with several leading luthiers and other audio manufacturers regarding OEM applications for its technology, further expanding its reach into new markets.

## **ASTEROPE LAUNCHES POWERFUL AUXILIARY CABLE**

Asterope's breakthrough wire technology is a flexible architecture that can address a variety of Pro Audio applications:

- *Recording and live performance*, including ¼" instrument cables, XLRs for vocals, Head-to-Cabinet Speaker Cables, the Asterope Amplifier Speaker Harness which allows customers to retrofit their current amplifier's internal speaker wire, and internal wiring for microphones and instruments.
- *Monitoring*, including ¼" instrument cables, XLR to XLR and TRS to XLR speaker cables that create a dynamic listening environment for near-field powered monitor systems, breakout solutions and RCA interconnects.
- *Mixing and Mastering*, including speaker cables, breakout solutions and RCA interconnects.

A number of professional recording, home recording and mastering studios, as well as leading engineers and producers, have installed Asterope end-to-end throughout their recording and listening environments. For example, Asterope recently rewired the entire recording studio for Kirk Covington, drummer from Tribal Tech and recording studio owner.

"Asterope has completely changed the sonic landscape in my studio," said Covington. "When I first heard the difference, I was speechless."

All Asterope products are designed and manufactured in the United States. Asterope products are available through traditional retail outlets, as well as leading online retailers, including Sweetwater, Amazon and Musician's Friend. Asterope's Pro Audio products are produced at the company's custom manufacturing facility in Austin, Texas, and available at [www.asterope.com](http://www.asterope.com). For more information, contact the company at [info@asterope.com](mailto:info@asterope.com).

### **About Asterope:**

Asterope, LLC is an innovative audio technology company specializing in products designed for the consumer, Pro Audio, OEM and high-end audio markets. Headquartered in Austin, Texas, the company offers unique products using breakthrough technology for musicians, engineers, producers and audio enthusiasts. The company can be followed on Facebook, Twitter, [youtube.com/asteropetv/videos](https://www.youtube.com/asteropetv/videos) and [asterope.com](http://asterope.com).

*Asterope... The Signal of a New Era*