

News Release



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**ASTEROPE SEES INCREASING MOMENTUM IN PRO AUDIO MARKET
Leading Studios Adopt Asterope Cable Technology;
Expanded Product Line, Custom “Kits” for Pro Audio**

AUSTIN, Texas – July 10, 2015...Asterope has begun to see increasing momentum in the Pro Audio market, highlighted by a growing number of top recording studios, producers, engineers and home studio owners adopting Asterope technology, the company announced at Summer NAMM today. The company also announced several new products, including a unique head-to-cabinet speaker cable and a new amplifier speaker harness, both of which greatly enhance the sound quality of third-party amplifiers.

A number of professional recording and mastering studios have begun using Asterope technology, adding the company’s products to their signal path in recording and listening environments. Leading engineers and producers have also begun using Asterope products in their personal setups. Pat McMakin, noted Nashville engineer and producer, selected Asterope after a number of listening tests. “In order to continue to offer the best technologies to my clients, every new product that I consider adding to my setup is subjected to blind listening tests,” said McMakin. “As a result of those tests, I choose to use Asterope anywhere in my setup that it is appropriate. I particularly like connecting my near powered field monitors with Asterope, providing my clients with a more transparent way of hearing what is being recorded. Putting Asterope on any of my favorite mics opens them up and increases clarity and depth.”

An increasing number of home studio owners are also choosing Asterope instrument, microphone and speaker cables to take advantage of the dramatic improvement in sound the products help them achieve.

Reflecting its growing product portfolio, Asterope today announced a series of new speaker cables, allowing customers to upgrade their amplifiers and take advantage of Asterope’s greater clarity, bandwidth and harmonic response. The new products join Asterope’s current line of instrument and XLR cables that are ideal for the Pro Audio market. The new products include:

- The Asterope “Head to Cab” Speaker Cable, allowing customers to upgrade the connection from their amplifier head to speaker cabinet using ¼” connectors. The “Head to Cab” is priced at \$80 for a 3’ cable and \$100 for a 6’ cable.

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- The Asterope Amp Speaker Harness, a unique speaker cable that uses twin “pigtail” connectors and comes with Asterope’s exclusive solder kit, allowing customers to easily upgrade their amp’s internal speaker wire. The new Amp Speaker Harnesses are priced at \$70 for a 12” harness and \$80 for an 18” harness.

- The Asterope TRS to XLR Speaker Cable, a new speaker cable that creates an exciting, dynamic listening environment. The TRS to XLR cables dramatically enhance any powered monitor system, popular in home studio environments, as well as commercial studio settings. The TRS to XLR speaker cables are priced at \$140 for a 6’ pair and \$180 for a 12’ pair.

To help simplify the purchasing process for Pro Audio customers, Asterope today introduced an innovative series of studio kits, available in “Artist”, “Home Studio” and “Professional Studio” configurations. The kits include a mix of instrument, microphone and speaker cables to meet the needs of various settings. The kits are packaged in a rugged carrying case and allow customers to cost-effectively order a complete set of products for their performance or recording environment.

Since their introduction, Asterope’s audio products have become known for their exceptional sonic characteristics, what has become known as the “Asterope difference.” The company’s exclusive technology is the result of decades of research and development. Leading artists, producers and engineers recognize the remarkable improvement in their tone when using Asterope, both in the studio and in live performance settings. Working with Fishman, the company’s retail distribution partner for music instrument cables, Asterope products are available through traditional retail outlets, as well as some of the leading online retailers, including Sweetwater, Amazon and Musician’s Friend.

All Asterope products are designed and manufactured in the United States. The new Pro Audio products are produced at Asterope’s custom manufacturing facility in Austin, Texas, and are available directly from the company at www.asterope.com. For more information, contact the company at info@asterope.com.

About Asterope:

Asterope, LLC is an innovative audio 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, producers and audio enthusiasts. The company can be followed on Facebook, Twitter, [youtube.com/asteropetv/videos](https://www.youtube.com/asteropetv/videos) and at asterope.com.

Asterope... The Signal of a New Era

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