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Loopa Shipping Press Release
For immediate release

28 November 2016

Loopa — the world's first looper microphone shipping in time for the holidays

Sonus Limited are excited to announce that the Loopa microphone, launched on Kickstarter in March 2016, is now shipping worldwide. The Loopa is the world's first microphone that lets you loop your voice and sing over it. Yes, that's right a microphone that lets you sing with yourself!

The launch of the Loopa is perfectly timed. There is a growing interest in acappella singing as popularised by the *Pitch Perfect* movies; beatboxing is cooler than ever and Ed Sheeran has made live looping mainstream.

A professional vocal mic

The onboard looper is just part of what makes the Loopa such a rich stage tool. It's also a full-frequency condenser mic with a built-in preamp to paint your vocal and instrument textures in the best light. Kick drums make a more solid connection with the Loopa than traditional stage mics can provide. And vocals come across crisp and controlled with a studio-like presence.

A powerful performance enhancer

Beatboxers and buskers have been using looper pedals for years to great effect. The Sonuus Loopa gives you many of the same capabilities — overdubs, undo/redo, and bypass — without the unnecessary cables and equipment. Whether you're an acoustic performer who likes to build compositions live, a singer who wants to explore new harmonies, or an emcee looking to build fatter beats, the Loopa offers it all in a simple stage-friendly format.

A fun teaching tool

Children are natural music makers. And at home or in the classroom, the Loopa becomes a powerful teaching tool that requires little to no training. Kids and students will love discovering harmony, music arrangement, beatmaking, and technology on their own terms with the sonuus Loopa.

Features

- A professional stage mic with 13-minute switchable looper
- Perfect for beatboxers, buskers, and solo performers
- Fun for students
- Unlimited overdubs for weaving rich tapestries of sound
- Multi-level undo/redo for building the perfect beat
- Loopa's onboard preamp lets you plug straight into nearly any pro/consumer powered speaker!
- Get 10 hours of performance time from a single AA battery
- Includes XLR-to-1/4" cable and 1/4"-to-1/8" adapter and carry pouch

Links

You can buy the Loopa direct in the USA from Sweetwater, or direct from Sonuus in the UK (world-wide shipping available). The price is only £119 (inc UK VAT), \$119 in the USA..

<http://www.sweetwater.com/store/detail/LoopaMic>

<http://sonuus.com/QLF>

“The coolest band in the world” promotional video:

<https://youtu.be/rGl-v7uF8dE>

50-second tutorial on how to use the Loopa:

<https://youtu.be/fSwgTttTZ18>

High resolution photographs of the Loopa can be found here: <http://sonuus.com/prs>

Sonuus Limited is a music products company, based in the UK. Established to develop and exploit new technologies to create desirable, innovative products at sensible prices, Sonuus is focused on providing musicians with solutions that are better, simpler, or offer more value than anything else available on the market today.