

Registered Office:

SONUUS LIMITED

89 St Neots Road, Eaton Ford,
St Neots PE19 7AL, Cambridge, UK

Tel/Fax: +44(0)1480 477367
enquiries@sonuus.com

Halifax Branch Office:

SONUUS LIMITED

34, Manor Heath Road,
Halifax, West Yorkshire, HX3 0BE, UK

Tel: +44(0)1422 255942

Loopa Press Release
For immediate release

23 March 2016

Find your inner harmony — this microphone lets you sing with yourself!

Sonuus Limited are excited to announce the launch of the Loopa on Kickstarter, the world's premier crowdfunding site. 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.

The Loopa enables vocalists, from beginner to pro, to record and loop their voice using just a handheld microphone. Previously looping has been done using footpedals and footswitches, or using digital recording software. Now the control is at your fingertips — more intuitive, more musical, and more fun.

A key feature of the Loopa is how easy it is to use — perfect for budding pop stars and beatboxers — and it has the high quality audio and versatile looping control that experienced and professional vocalists require. You can record up to 12 minutes of audio and overdub it multiple times to build up a multi-layered performance. Multiple levels of undo and redo let you change the loop layers while you sing.

As you'd expect from Sonuus, the design is innovative and the audio quality is superb — inside the sleek body are 24-bit converters, 32-bit floating point processing and a premium condenser microphone capsule. Custom-designed electronics provide very low latency and responsive control to ensure your loops are perfectly timed.

Find the Loopa on Kickstarter here <http://bit.ly/Loopa> the video is awesome.

Retail price will be £149 (inc VAT). However, by pre-ordering on Kickstarter you will secure a Loopa at a significant discount, and guarantee early delivery. The earliest backers can save up to £74, getting a Loopa for only £75 with free worldwide shipping.

More information and photographs can be found here: <http://loopamic.com/pressinfo>

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.