



Media Contact:
Jason Fearon
Marketing Coordinator
Email: jason@izcorp.com
Tel: (604) 395-7878
Fax: (604) 395-7888

FOR IMMEDIATE RELEASE

**Ease of workflow, outstanding sound quality:
Top reasons to switch to ADA Converters**

Vancouver, BC (June 25, 2008) – Just two months after product launch, the reviews are coming in about iZ Technology's new ADA A/D & D/A converters.

ADA – a high-end, multi-channel A/D & D/A converter – brings the rich purity of analogue recording to the world of workstations. Each ADA is made-to-order, with 8, 16, or 24 channels of iZ Technology's acclaimed Classic, Nyquist, or S-Nyquist converter cards – the same cards found in the iZ RADAR multi-track recorder. With ADA's modular design, users can select the desired number of analogue ins and outs, then re-configure the I/O ratios and add channels to the unit whenever needed. ADA also interfaces with Logic, Nuendo, REAPER, and all native DAWs via MADI digital I/O, or with ProTools via the iZ Dual ProTools HD interface card.

"For me, the compelling reason to upgrade to the ADA was workflow. The idea of having the iZ sound going straight into my DAW without the need to export/transfer/import files was irresistible," said Sean Kenny, owner of Ten21 Recording Studio in Maidstone, Kent, U.K. (www.ten21.biz) "Until you've worked with the ADA/RADAR sound, it's difficult to impart to others its indispensability. You can't describe it; you just have to hear it."

"We've spent the last 15 years perfecting the many aspects of our converter designs to make RADAR the absolute best sounding multi-track in the business, but the technology has always been exclusive to RADAR owners – much to the disappointment of workstation users," says Barry Henderson, President and CEO. "With ADA, we've combined the high-end conversion technology used in RADAR with native DAW and ProTools connectivity, finally making the signature iZ sound available to DAW-based studios in a dedicated converter system."

"I A/B-tested alongside two other much talked-about converters in my own studio," Kenny reported, "it's not for me to say which is better, but I bought the ADA."

In the words of one satisfied ADA user, "sometimes you **do** get what you pay for."

About iZ Technology

iZ Technology is a Canadian corporation that creates integrated hardware and software systems designed to meet the creative and technical needs of audio professionals. As a leading manufacturer of pro-audio multi-track recorders and converters, iZ Technology strives to preserve the integrity and sound quality of audio recordings.