



## **Zivix Teams with GeoShred to Add the World’s Most Advanced Guitar Modeling Synthesizer to the jamstik+ Experience**

**The jamstik+ SmartGuitar adds a new level of world class sounds and expression for its players**

**MINNEAPOLIS, New York, NY & Palo Alto, CA – January 17, 2016** – Zivix, the music technology company behind the innovative jamstik+ SmartGuitar, with Wizdom Music and moForte, announce direct support for the jamstik+ in the new version of their award winning iOS app, GeoShred.

The jamstik+ Smart MIDI Enabled Guitar is the only product that uses infrared light-sensing technology that can “see” finger placements and provide real-time feedback—speeding learning and curtailing mistakes before they become habits. It’s ultra-portable, lightweight and wirelessly connects via Bluetooth to your favorite device, making it ideal to learn, practice and create music anywhere.

The latest release of GeoShred provides direct support with a built in MIDI configuration specifically for the jamstik+. The GeoShred app takes authentic guitar sounds in the digital world to an entirely new level, allowing the jamstik+ and a variety of other MIDI controllers to play and create the highest quality, most realistic modeled guitar sounds available in the MIDI app market.

“What a great way to begin 2017—This year, we’re committed to advancing and expanding our partnerships and app offerings available for our jamstik+ users,” said Ed Cannon, chief executive officer, Zivix. “The compatibility with GeoShred is a major addition, allowing our players the most expressive and inspiring sounds available via MIDI.”

GeoShred, developed by partners Wizdom Music and moForte, is an expressive modeled guitar and effects chain based on the next generation Physical Modeling Synthesis research of Dr. Julius O. Smith III of Stanford/CCRMA. GeoShred is the winner of a 2017 Electronic Musician Editor's Choice Award as “one of the most innovative, groundbreaking products to emerge in the past twelve months.

"The jamstik+ is an awesome way to experience the magic of GeoShred", says Wizdom Music President Jordan Rudess. “It's the perfect synergy of a physical and virtual musical instrument.”

“We see the jamstik+ as a powerful new way to play GeoShred” asserts moForte CTO Pat Scandalis. “With the jamstik+, players can strum and finger pick the sounds in GeoShred in ways which are not easy to do from the glass.”

### **Pricing and Availability**

Zivix supports American manufacturing, and manufactures the jamstik+ in the United States.

The jamstik+ is currently shipping with an MSRP of \$299.99 at jamstik.com and can be found at Amazon, Marbles The Brain Store, Apple retail locations and Apple.com, also available at

Brookstone, bestbuy.com, walmart.com, target.com, The Grommet and through Hal Leonard retail partners.

To purchase GeoShred: <https://itunes.apple.com/us/app/geoshred/id1064769019?mt=8>

### **About Zivix**

Based in Minneapolis, Zivix is a music and technology company focused on making the experience of learning guitar and playing music more accessible for everyone. From the award-winning jamstik technology, best in class Bluetooth Wireless MIDI solution, to releasing new mass market musical products in 2016. Zivix continues to create products for those who want to have fun with music, become musicians, or already create professionally. For more information about the jamstik+ experience and puc+ Bluetooth MIDI solutions, visit [jamstik.com](http://jamstik.com), [mipuc.com](http://mipuc.com), and [air-jamz.com/](http://air-jamz.com/)

### **About Wizdom Music**

Founded by Jordan Rudess, the legendary keyboardist of progressive metal band, Dream Theater, Wizdom Music is dedicated to pushing the boundaries of technology to create expressive and exciting tools for making music. Learn more at <http://www.wizdommusic.com>

### **About moForte**

moForte is the developer of Audio Modeling products based on the next generation Physical Modeling research of Dr. Julius O. Smith III of Stanford/CCRMA. moForte is bringing unprecedented expressivity to electronic musical instruments. Learn more at <http://www.moforte.com>

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### **Assets:**

#### **Video Demo:**

GeoShred Version 2 played with the jamstik+:  
<https://www.youtube.com/watch?v=EzWwqRARh3Q>



jamstik+ with GeoShred App Interface

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Jordan Rudess with Zivix jamstik+

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