

For Immediate Release

REDDI To Get Thru? Yes!

A-Designs Audio updates its popular red tube D.I. box with 'Thru' input

ANAHEIM, California - NAMM booth #6294 - January 2007 -- Ever since A-Designs Audio first introduced its REDDI tube direct injection box at the 117th AES Convention back in September of 2004, countless discriminating professional musicians and recording engineers have raved about its tone. Now, based on numerous customer requests, the manufacturer has enhanced the product with a new feature – the addition of a 1/4-inch 'Thru' jack on the front panel.

According to A-Designs Audio President Peter Montessi, “The fact that the original REDDI didn't have a Thru wasn't a design flaw; it was simply a way to educate the customer and encourage them to use the REDDI as a standalone unit without placing a microphone on the amplifier. We wanted people to hear the rich, full tone the REDDI produces. However, we've always prided ourselves as a company that listens to its customers and incorporates constructive input, so this is a direct result of exactly that.”

The new version of the REDDI now features a 1/4-inch Switchcraft input jack on the faceplate replacing the heavy-duty power toggle switch that has now been relocated to the product's rear panel. Although this addition presented a challenge – the REDDI has very little spare room inside thanks to its 6NIP vacuum tube and massive custom wound output transformer coupled with a toroidal power transformer – A-Designs Audio is pleased to report that this update has in no way altered the sonic 'bliss' offered by the original REDDI.

Housed in a vented metal casing sporting a fire engine red paint job (hence the 'Red D.I.' name, get it?), the enhanced REDDI continues to feature a Neutrik Combo XLR 1/4-inch input connector, balanced XLR output connector, rotary level knob, and ultra-bright blue LED power indicator on its faceplate in addition to the new Thru. Aside from the on/off power switch's new placement, the rear panel likewise continues to feature a ground lift switch and IEC AC power connector.

Great for basses, guitars, keyboards/synths and other electronic instruments that require a direct box, the REDDI consistently delivers a wonderfully transparent sound with a clean and airy high end for both recording and live performance applications.

As always, A-Designs Audio field tests its products before releasing them to the public with notable engineers and musicians like Dylan Dresdow (TEC Award Nominee and Grammy Award nominee for Black Eyed Peas), Ross Hogarth (Grammy Award winner) Viktor Krauss (bassist for Lyle Lovett and renowned studio musician) and Reggie Hamilton (session/live bassist for Babyface, Bette Midler, Seal, etc.) who recently used the REDDI on his bass tracks for the new film *Dreamgirls*.

US pricing remains unchanged for the new version of the REDDI, which continues to list for \$795.00.

A-Designs Audio is a boutique manufacturer of high-quality professional audio products, including the MP-A Series (all-tube microphone preamplifiers), Pacifica (stereo solid-state microphone preamplifier), REDDI (all-tube direct box), ATTY and ATTY2'D (passive line attenuators), and new EM Series (500 Series-compatible microphone preamplifier modules). For more information, please contact A-Designs Audio at 818-716-4153 or visit www.adesignsaudio.com.

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Reader contact:

A-Designs Audio, P.O. Box 4255, West Hills, CA 91304

Tel: 818-716-4153 / Fax: 818-716-4154

Email: sales@adesignsaudio.com / Web: www.adesignsaudio.com

Editor contact:

Chris Shuler, Public Address

Tel: 574-287-8410 / Fax: 574-287-1522 / Cell: 574-514-7131

Email: christophershuler@comcast.net

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