

Press Release

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Batt-O-Meter Saves Your Gig and Your Wallet Now Available at Select Online Retailers

BERKELEY, CA, November 9, 2009 — The first battery tester for musicians, Batt-O-Meter, is now available for purchase through many popular retailers. Frequently described as 'indispensable', Batt-O-Meter saves musicians from that dreaded moment when a battery dies during a gig by telling you the hours of life remaining in your batteries without removing them from your gear. Retailers are excited to now be shipping this necessary and useful device to their customers at an affordable price.

"It's a great time saver. It gives you an accurate reading of the voltage (which varies greatly between batteries even in the same batch) and the time remaining until empty, so you can be prepared for a session and not interrupt the creative process by having to change batteries in the middle of it. Great little box. Very well built."

- Michael Wagener, music producer, mixer, and engineer of Motley Crue & Metallica
Musicians and gear technicians looking to save money, time, and the environment can purchase Batt-O-Meter at the [Keith McMillen Instruments online store](#) and from major retailers worldwide. For a complete list of retailers, visit the [Batt-O-Meter site](#).

QUICKTIME AND A
RENDERING PLUGIN
ARE NEEDED TO SEE THIS PICTURE.

Batt-O-Meter is a simple to use device, yet so much more than a voltmeter or multimeter. When plugged into a ¼" jack, it tells the user what they want to know: how many hours of usage are left until their battery is going to die. This provides invaluable peace of mind to anyone that worries about a dead battery marring his or her performance and saves them from the costly habit of replacing healthy batteries 'just in case'. It is also crucial for gear techs that want to know the status of the batteries onstage without wasting time opening up all the gear. Batt-O-Meter also tells you the voltage being delivered and can test stand-alone 1.5V and 9V batteries. A side switch selects from alkaline, carbon zinc, and rechargeable chemistries, so whatever type of battery you use, Batt-O-Meter has you covered.

Find out more about the Batt-O-Meter at www.batt-o-meter.com. If you are interested in distributing the Batt-O-Meter to your customers, please send an email to sales@keithmcmillen.com.

For press information, including high-res photos, product reviews, and interviews, please contact [Glow Marketing](#) at marimikel@glowmarketing.com.

About Keith McMillen Instruments

McMillen opened up the world of electronic music to string players when he started Zeta Music and built what has become the “gold standard” for electric string instruments. Since then he has invented the first programmable mixer for Akai; lead the research and development department at Gibson and Oberheim; he produced the popular Volume Logic multiband processing plug-in for iTunes; and brought over 100 cutting edge products to market. Since its inception in 2005, KMI has created StringPort, K-Bow Bluetooth Sensor Bow, and Batt-O-Meter, the first battery tester for musicians. Touring with clunky gear lead McMillen to the KMI mission of freeing musicians to focus on their performance, not their technology. In addition to running KMI and BEAM Foundation, McMillen also performs with TrioMetrik, a string trio using McMillen’s technology to create a new genre of music he calls “NuRoque.” www.keithmcmilleninstruments.com

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