

Fender® Ignites New Digital Era With App Launch Fender Tune™ For iPhone

NEW, FREE DIGITAL PRODUCT IS EASY FOR BEGINNERS, ACCURATE FOR PROS

HOLLYWOOD, Calif. (August 9, 2016) – Fender Musical Instruments Corporation (FMIC) today announced the launch of the brand's self-produced mobile app, *Fender Tune*. Since 1946, Fender has set the standard for expertly crafted, high-performance electric and acoustic guitars and basses. Fender Digital, the brand's new digital subsidiary, is extending this same vision with their premiere product launch Fender Tune, a free iOS guitar and bass tuner app available for download in the App Store. Fender Tune is designed to on-board new players while lowering abandonment rate through an educational platform. This is the first step in a broader Fender Digital strategy to accompany players at all stages of progression.

"Fender Tune is the first in a suite of products we are creating that will enable players of all levels to evolve their skill sets, bridging our physical products with innovative digital assets," said Ethan Kaplan, General Manager and Chief Product Officer, Fender Digital. "We are creating an entire ecosystem, a connected series of applications for players to make them play better, make it easier and more fun, connect them with other players and ultimately celebrate what it means to be a player."

Fender Tune was created with an intuitive, easy-to-use interface and accurate technology to help first-timers get in tune in minutes while offering spot-on accuracy with adaptive feedback bubbles for experienced artists to get in perfect tune every time. It is currently designed to tune acoustic guitars, and amplified electric guitars and basses. Unlike other tuner apps on the market, Fender Tune is not only about the tune but also tone. With basic tone tips for beginners, players can be guided through help selecting and strumming their strings, understanding and setting up their amplifier, and finding the ideal tone on their guitar. It is the perfect portable tool for players of any level.

Fender Tune features include:

- Clear Interface, Accurate Technology – Based on Fender’s proprietary DSP technology, Fender Tune offers spot-on accuracy with adaptive feedback bubbles to get players in tune every time
- Auto Tune – Pluck a string and the app “hears” the note and guides the player to the perfect pitch. A string-by-string diagram walks them through any chosen tuning
- Manual Tune – Tap a string on the interactive Fender headstock, and players will hear a real instrument sample of the note—recorded on a Fender instrument, naturally
- Chromatic Mode – Play a string and tune to any note on the scale.
- Tuning Variety – Choose from standard, Open G and 20 additional pre-set tuning options
- Custom Tunings – Allows players to create their own custom tunings and save to their Fender Connect personal profile for easy access
- Beginner Tips – Basic, illustrated beginner tips allow players to get in tune in minutes, even if they have never picked up a guitar before

To view the Fender Tune demo video visit [here](#).

For additional information on the new Fender Tune app please visit: www.fender.com/tuneapp. For additional information on Fender products or to find a retail partner near you, please visit: www.fender.com.

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ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists "wings to fly," carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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