

## Fans Get Chance to Play with MXP4 Interactive Singles from 3 of The Mercury Prize 2009 Nominees including winner Speech Debelle

9th September 2009: MXP4 today announced interactive singles from 3 of The Mercury Music Prize finalists - Speech Debelle, winner of the prestigious prize –La Roux and Bat for Lashes. The interactive singles, based on MXP4's interactive digital music solution, showcase these leading British music artists, allowing fans to play with remixes of their songs (REMIX IT), sing along to the tracks (SING IT) and strip down the song to listen to the different instruments (MIX IT).

MXP4's solution is designed to work stand alone or with new interactive digital album formats such as Apple's Cocktail or the CMX format music labels are reportedly working on.

Fans can go online to create their own music experience as follows:

- <http://www.mxp4.com/play-with-it/speechdebelle> (from 11 September) to play with Speech Debelle's track 'Better Days' using MXP4's MIX IT, SING IT and REMIX IT modules – from the winning 'Music Therapy' album released in June 2009
- <http://www.mxp4.com/play-with-it/laroux/> for La Roux's single, Bulletproof, to use MXP4's MIX IT, SING IT and REMIX IT modules – from nominated 'La Roux' album released in June 2009
- <http://www.mxp4.com/play-with-it/batforlashes/> to play with Bat For Lashes 'Daniel' track, to SING IT and REMIX IT – from nominated 'Two Suns' album released in April 2009.

Consumers can use different MXP4 modules to:

- MIX IT: Take out specific instruments to play along or listen to different instruments
- SING IT: Re-discover lyrics and play with it by muting/adding the vocals

- REMIX IT: Discover and play with remixes to create their own version

Albin Serviant, CEO of MXP4, says: “In the same way that The Mercury Prize recognises new music talent in the form of the best album from Britain or Ireland, the adoption of our technology by these artists is recognition of the emergence of interactive music. The music industry is seeing the revenue opportunities that bringing back the total album experience can deliver. MXP4 is at the heart of this trend, delivering it today to allow consumers to play with the music and consume it in new ways.”

Other artists already using MXP4 solutions to deliver an interactive ‘single’ and ‘digital album’ experience include:

- Michael Jackson/Jackson 5: <http://mxp4.com/play-with-it/michaeljackson>
- Pet Shop Boys: <http://mxp4.com/play-with-it/petshopboys>
- David Guetta: <http://mxp4.com/play-with-it/davidguetta/>
- Basement Jaxx: <http://mxp4.com/play-with-it/basementjaxx/>
- Esser: <http://mxp4.com/play-with-it/esser/>
- Amanda Blank: <http://mxp4.com/play-with-it/amandablank/>
- The Sounds: <http://mxp4.com/play-with-it/thesounds/>
- Black and White Years: <http://mxp4.com/play-with-it/blackandwhiteyears/>
- The Grouch and Eligh: <http://mxp4.com/play-with-it/thegrouchandeligh/>
- Pony Pony Run Run: <http://mxp4.com/play-with-it/ponyponyrunrun/>
- Sliimy: <http://mxp4.com/play-with-it/sliimy/>
- Wax Tailor: <http://mxp4.com/play-with-it/waxtailor/>

**Ends**

## **Notes for editors**

### **About MXP4**

MXP4 develops interactive music solutions that are changing the music experience for consumers by allowing them to play with the music. MXP4 delivers an interactive digital music experience which enables the music industry to explore new revenue opportunities and engage more closely with consumers.

Based in Paris, the company was founded in 2006 by Gilles Babinet, Sylvain Huet and Philippe Ulrich. Albin Serviant (former GM at Vivendi Mobile Entertainment and MUSIWAVE CMO) is CEO, whilst industry leading board members include JF Cecillon (former CEO of EMI Music) and Jordan Greenhall (former CEO and Chairman of DivX). The company is backed by A-list investors Sofinnova Partners and Ventech.

<http://www.mxp4.com>

<http://www.twitter.com/TheRemixCulture>

<http://www.twitter.com/TheRemixCulture>

<http://blog.mxp4.com/>

### **About the MXP4 interactive single**

The MXP4 interactive single is an evolution from the music only MP3 file. Fully interactive, it incorporates remixable singles, multiple track versions and text such as cover notes in a single music file.

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