

Music fans get the chance to play with over 40 interactive singles from major artists

Michael Jackson & The Jackson 5, Sliimy, Dave Stewart, Pet Shop Boys, La Roux, Speech Debelle & Bat For Lashes amongst leading artists releasing interactive digital singles

9th September 2009: MXP4 announced that over 40 artists are now using MXP4's interactive digital music solution to power interactive singles. MXP4's solution is designed to reinvent the single and album experiences by allowing fans to interact with songs and play with the music.

MXP4's solution is designed to work stand alone or potentially with new interactive digital album formats such as Apple's Cocktail or the CMX format music labels are reportedly working on. MXP4 allows fans to play with remixes of their songs (REMIX IT), sing along to the tracks (SING IT), strip down the song to listen to different instruments (MIX-IT) or listen to a brand new generation of digital Maxi Singles (Max It). Artists using MXP4 solutions to create interactive 'single' experiences include:

- La Roux: <http://www.mxp4.com/play-with-it/laroux>
- Speech Debelle: <http://www.mxp4.com/play-with-it/speechdebelle> (from 11 September)
- Bat For Lashes: <http://www.mxp4.com/play-with-it/batforlashes>
- 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://mvp4.com/play-with-it/waxtailor/>

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Notes for editors

About MVP4

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.mvp4.com>

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

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

<http://blog.mvp4.com/>

About the MVP4 interactive single

The MVP4 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 & images in a single music file.

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