

## **MXP4 launches Max It, dynamic real-time remixes, to extend interactive music experience and drive increased fan engagement**

**More than 70 major artists have already adopted MXP4 solutions since the launch of this new interactive format**

MXP4 has teamed up with 20 major artists including Passion Pit, Basement Jaxx, Dragonette, Chuckie, Data, Mark Knight, The Grouch, Danger and many more (<http://www.mxp4.com/applications>) to launch Max It, a new feature which creates dynamic remixes of tracks in real-time. This latest addition to the MXP4 suite will be launched today at Midem.

Launching alongside Max It is the Max It Editor (<http://MXP4.com/editor/overview>), which for the first time enables any artist - from established stars to bedroom producers - to create their own interactive music releases.

With Max It, MXP4 have extended the possibilities of its interactive music format. Max It takes different elements of an individual song and re-combines them in hundreds of different ways, in real-time. With Max It the music experience is different every time.

Max It is software that can be easily adopted by any artist through the Max It Editor. Using the editor, artists can create interactive versions of their own songs, adding a whole new layer of fan engagement to their music.

Albin Serviant, CEO MXP4, said: "Max It is another step forward for MXP4 towards creating the ultimate enhanced music experience. We're extending music way beyond the traditional three-minute pop single. From today, any artist can make their songs interactive using our Editor, enabling their fans to hear their music in completely new and engaging ways. This will open up huge opportunities for artists everywhere to take advantage of new devices where being able to play with the music, not just play it, is crucial."

The interactivity of MXP4 applications has led to increased engagement from music fans, who are playing with MXP4 singles, on average, over 9.1 minutes per track. This has led to significant conversion of listeners to music purchasers: up to 3% of click-through traffic results in sales. With the new addition of Max It, MXP4 aims to increase this engagement even further.

### **Check out the latest Max It singles:**

Basement Jaxx: <http://www.mxp4.com/play-with-it/basementjaxx>

Dragonette: <http://www.mxp4.com/play-with-it/dragonette>

Data: <http://www.mxp4.com/play-with-it/data>

Pony Pony Run Run: <http://www.mxp4.com/play-with-it/ponyponyunrun>

Chuckie: <http://www.mxp4.com/play-with-it/chuckie>

Mark Knight: <http://www.mxp4.com/play-with-it/markknight>

Passion Pit: <http://www.mxp4.com/play-with-it/passionpit>

The Grouch: <http://www.mxp4.com/play-with-it/thegrouch>

Danger: <http://www.mxp4.com/play-with-it/danger>

Black Kent: <http://www.mxp4.com/play-with-it/blackkent>

### **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://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 and images in a single music file.