

MXP4 Launches PC Version Editor Software Giving Artists the Power to Create “MAX IT” Enabled Interactive Music Singles and Album Web Apps

“MAX IT” drives fan engagement by allowing artists to create music that delivers a new listening experience with every play.

Paris, France – April 13, 2010 – MXP4, developer of interactive music solutions, today announced the official launch of the MXP4 Editor for PC. Previously available for the Mac OS, the Editor is postproduction software used to create MAX IT-enabled interactive music applications. The MAX IT technology delivers dynamic, on-the-fly arrangements of music in one file that acts as an interactive single or album.

The MXP4 Editor works by importing the separate instrument tracks, which artists then organize to create a MAX IT enabled interactive music app. The MAX IT technology takes the elements of individual songs and automatically re-combines them in hundreds of different ways, giving a different listening experience each time the song is played. Delivered as a single MXP4 file, the song or album app also includes embedding and social media features designed to drive viral distribution of the music as web app. To date, artists using MAX IT to create interactive, auto-remixing albums include Michael Jackson, The Bravery, Basement Jaxx, Passion Pit, The Grouch & Eligh and Pep’s.

“MAX IT gives musicians the opportunity to connect with fans in an entirely new way, providing them with an increased level of interaction and a totally unique music experience,” commented Albin Serviant, CEO of MXP4. “By offering a completely innovative means of playing with music instead of just listening to it, artists can leverage a more engaged fan-base that is more readily converted from listeners into purchasers.”

Recent MXP4 data showed that fans played with an average of 2.6 tracks for an average of 9.1 minutes on each MXP4-powered Web app. Fans also made heavy use of the built in viral tools with 75% of the traffic to the Web apps being of viral origin.

Play with Max It singles at <http://www.mxp4.com/applications>.



Play with it.

Press Release: April 13, 2010

About MXP4:

MXP4 develops interactive music solutions that are changing the music experience for consumers by allowing them to play with the music. MXP4 to engage more closely with consumers and enables the music industry to explore new revenue opportunities. The company founders and board members were previous senior executives of Musiwave, Vivendi Mobile Entertainment, EMIMusic and DivX. The company is backed by Sofinnova Partners and Ventech.

<http://www.mxp4.com>

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

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