

MXP4 debuts new Karaoke technology via partnership with music fan engagement platform FanShake

FanShake users can use MXP4's Karaoke app to record own versions of track from French Pop Idol winner Christophe Willem

MXP4, the leading developer of interactive music solutions, today announced a partnership with music fan engagement platform FanShake that sees the debut of the latest MXP4 technology, Karaoke.

With Karaoke, artists and labels can offer an online application that enables fans to sing along to the backing tracks of their songs. Fans can record their performance via their computer's webcam. The performance, captured in real time by the MXP4 Karaoke application, can then be shared with friends.

The partnership with FanShake gives users the chance to record their own versions of 'Lost In Berlin', the latest hit from French Pop Idol winner Christophe Willem. The FanShake community can then vote for their favourite Karaoke version, and the top six participants will be invited to the rehearsals for Willem's show at the Zenith de Paris, and will also receive tickets for the gig itself.

The FanShake partnership is the latest addition to MXP4's "MXP4 Everywhere" roadmap, which ensures MXP4's interactive music technology is readily available in third party services, apps and music formats. MXP4 will release more Karaoke applications with major artists in the coming months. In the past year, more than 100 major recording artists including David Guetta, Michael Jackson and Britney Spears, and major brands including Air France Music and Coca-Cola, have used MXP4-powered interactive music apps on the web and iPhone to drive engagement, viral distribution and purchases. MXP4 data shows that fans use interactive music for an average of 9.1 minutes per track, drive 75% of traffic virally and click through to purchase as much as 3% of the time.

About MXP4

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

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