



## ***Digital Music: iKlax Boasts 10,000 Downloads in a Fortnight***

**April 8th 2008**, Biarritz , France - Created in January 2008, iKlax Media has developed a new interactive audio format: iKlax.

iKlax, a first for end-consumers, allows and enables multi-track listening of music. This initiates a unique interactivity between artist and listener. The artist creates with the intention of the listener actually hearing and manipulating multi-track versions of his song.

The format allows for greater scope of creativity for artists. The listeners can become active inside the track, as far as the authors have allowed him to go.

"When an artist writes his music, he may have more than one possible arrangements of a same track. It isn't rare to end up with three guitar samples or two for the piano. Until now, the artist had to finalize and choose one single version for the track. Through iKlax, the artist will be able to offer all versions for the public to navigate within the tracks' musical architecture, going from one version to the other within the limits of what the artist has authorized. This interactivity is a revolutionary new way to listen to music, after the phonograph, the tape and the compact disc" explains Owen Lagadec, founder and CEO of the company.

**iKlax Media temporarily offers a free download of its software** on <http://iklaxmedia.com>. After a fortnight online and 10,000 downloads later on <http://iklaxmedia.com>, iKlax Media boasts that over 500 artists have downloaded iKlax Creator, the software allowing the creation of iKlax files.

### **For musicians, bands and artists:**

iKlax Creator is the software with which the iKlax audio format is created. Its easy to use interface created by artists for artists allows for added creativity without changing traditional recording methods. A constraint system gives the artist the possibility to limit the use users can perform, guaranteeing him the respect of his creation.

The first version for MAC and PC (Lite) is temporarily available for FREE.

### **For listeners:**

iKlax Player is the interactive audio player allowing listeners to enjoy and manipulate multi-track audio recordings within limits established by the artist.

With a simple click, the user can select a different version of an instrument and hear the result instantaneously.

iKlax Player is now available for PCs and upcoming for Mac.

Press Kit, photos and videos available on <http://iklaxmedia.com>, press section.

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