



PRESS RELEASE
iKlax Media – May 29th 2008, Bidart - France

iKlax Launches the first Interactive Multitrack Music Platform www.iklaxmusic.com

Following the launch of the new iKlax multitrack audio format, iKlax Media repeats the stunt with the first interactive music platform: www.iklaxmusic.com.
Open to all artists and completely free, the platform will allow all creatives to spread their music in iKlax format and exchange with their community.

iKlax Music

Definitely oriented web 2.0, www.iklaxmusic.com is filled with advanced functionalities to allow every artist to a new music listening experience within limits established by himself.

"As a musician myself, knowing artists concerns, I have aspired to a fully flexible area for every artist, where proximity and immediate interactivity with the user is favoured."

Similarly to aggregators, the artist space is built using blocks that he organises as he sees fit. Albums, tunes, videos and message wall are some elements the artist can add with a simple click.

Moreover, the system remains open and allows third party developers to add functionalities to enhance and add to existing features.

Priority to the Music

"Unlike most other websites dedicated to artists, I have prioritized the Music itself for iKlax Music. With one click you can access a track and download it immediately. This site is also an opportunity for me to express my point of view which is that what makes an artists attractive is first of all his capacity to create" concludes Owen Lagadec.

The official public launch will take place June 16th 2008, but artists wishing to engage in the adventure can request a "beta test" invitation on www.iklaxmusic.com.

iKlax Booster

To celebrate the launch of the platform, iKlax organizes the first music contest in iKlax format, the iKlax Booster, 100% online! Registering and participation is completely free for all unsigned artists on www.iklaxmusic.com.
A 5,000 € prize will be given to the band or artist who has received the most ratings for one given track in the final.

Save those dates:

June 16th 2008: public registrations and votes start

September 15th 2008: 5 top voted tracks selection and start of the final.

October 1st 2008: and the winner is _____!

Not Music only will be "BOOSTED", but also the public. Sweepstakes will reward returning enthusiastic users.

The principle is simple, the more voters, the larger the amount to win will be. Every voters earns the final prize an extra 1 cent (€). Just imagine where this can take it! The winner will be drawn October 1st 2008 and handed the final amount.

About

After only a few months on the digital music market, the iKlax format offers artists the technical possibility to express the whole of their creativity on a same file. In turn this allows the listeners to navigate within the track and access various arrangement possibilities provided by the artists.

iKlax Media is a company founded by Owen Lagadec.

Please do not hesitate in contacting us for any further information.

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