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iKlax Media: A Solution to the Music Market Crisis?

Izarbel Technopole, Biarritz, France - January 24th 2008: Launched January 2008, France, the iKlax Media start-up unveils itself bringing an innovative and revolutionary interactive music format: iKlax.

A promising solution to the Music Market Crisis

To behold all versions ever created in one file of the Hey Joe track (120), to listen to a jazz track containing four different saxophone solos, to separate a track to listen only to the voice, the piano or the guitar? This is all possible with the interactive iKlax audio digital format.

Responding to the international music business crisis, iKlax Media announces the launch of its new digital audio format for mid-February.

“When an artist writes his or her music, he or she 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 finalise 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 authorised. 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.

Three years of R&D with 200,000 € invested prior to iKlax Media launch, three scientists , two engineers, The Laboratory for Research in Computer Science (LABRI), nine computers, 334 paper reams, 1,700 paper clips and over 100,000 cups of coffee were necessary for development of the iKlax format.

“iklax is a new model of music. The listener used to be passive and now gets a chance to add his or her part to the very tracks he or she enjoys thus developing a new relationship with the artist. A whole array of services is conceivable (on mobiles, portable players or home stereo) through this interactivity, allowing majors to discover new business opportunities” , concludes Mr. Lagadec.

In effect, what is iKlax?

The basic principle is simple: to allow the public to interact directly with a musical track, within the given limitations of the artist.

Simply said, the iKlax format is a multi-track digital audio format allowing a certain amount of control over the musical data, on the mixing and volumes for instance.

The **iKlax Player** is the interactive engine allowing the public to discover the whole creative span of an artists’ work.

The **iKlax Creator** is the software allowing artists to turn their saved music files into the iKlax format. With its artist oriented interface, the iKlax Creator allows for all creative follies without changing the traditional recording methods. It contains an artist controlled constraint system so as to guarantee the respect of his or her author rights.

In mid-February, the iKlax technology and its software suite will be officially launched during an international press conference in Paris, gathering the music industries’ major actors.

For more information in avant-premiere:

Photos and Videos : <http://blog.iklax.com/>

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