Press release 2020-04-21

Soundation Launches World's Most Collaborative Music Studio

Browser-based music studio Soundation is now launching a brand new real-time collaboration feature, *Collab Live*. This powerful feature enables seamless collaboration and lets creators produce music in multiplayer mode.

"Every move you make in Collab Live is synced in real-time and 100 % seamless. It's basically like Google Docs for music production, but even more collaborative as you can see other co-creators' cursors, what they are working on and every action they make in the studio, as they make it", says Adam Hasslert, CEO of Soundation. "We are the first music creation service to take collaboration to this level"



Collab Live enables creators to produce music together in real-time, removing the

need to manually sync projects, making it easy to collaborate on songs whether they're working simultaneously or in different sessions. All you need is a laptop and an internet connection. The technology also allows for live streams and webinars for learning purposes, as well as encouraging music creators to engage with their fans on projects.

"Many of our users are ambitious up-and-coming producers, who are inspired by and learn from each other every day, and this is something we'd like to encourage even more with Collab Live", says Adam Hasslert, CEO of Soundation. "We want to make music collaboration easier and more accessible than ever before".

The feature lets you follow every move your co-creator makes in real-time, from the movement of the cursor to what channel and region they're working on and the changes they make, even as they're being made. Soundation has also set up an official Discord server, making it easy to find other creators to collaborate with, communicate with your co-creator, create groups and share inspiration and updates.

Collab Live will be released as an open beta on 21st of April. It's available to all users, with Free Users limited to one collaboration project at a time.

About Soundation:

Browser-based music studio Soundation is used by 150,000 creators each month worldwide to create and produce music. Soundation's next-generation music software offers a one-stop-shop for up-and-coming, ambitious music producers and includes virtual instruments, audio loops and effects, a vibrant online community, learning tutorials and competitions - with the aim of increasing musical creativity worldwide. It has become one of the most powerful browser-based studios after implementing WebAssembly Threads in 2018 and has since then increased its engine's performance by up to 400 %. Soundation was founded in and is based in Stockholm, Sweden. https://soundation.com

For more information, please contact:

Amanda Elefelt, press contact, amanda@elefelt.com, +4673 348 47 00 Adam Hasslert, CEO, adam@soundation.com, +4670 432 10 00