

Songsinc partners with Scratch Audio and unveils online song authoring

New cloud recorder/mixer allows anyone to instantly interact with tracks: add vocal, record and share

(Los Angeles, September 22, 2011) – In an effort to provide an even easier way to “create, collaborate and inspire” Songsinc announces its new cloud-based recorder/mixer based on the Scratch Audio platform. This new tool allows members to engage and interact immediately with Songsinc Tracks. Users can record any digital instrument or vocal directly from their computer into the mixer, create a new original song; and then save it, share it or collaborate further with other songwriting partners with nothing more than a web browser.

Songsinc CEO Andrea Standley says, “This online cloud recording studio could have been custom-made for Songsinc! What we have here is a perfect marriage between two companies with similar objectives: To create concepts, platforms and tools that encourage and help *anyone* experience creating a song.”

Scratch Audio’s co-founder Sean Tierney remarks, “We’re thrilled to be working with the Songsinc folks and helping bring about their vision of making songwriting more fun and more accessible to a larger audience.” Scratch Audio’s CEO Eric Herbrandson adds, “Normally songwriters need advanced desktop software pre-installed on their computer and then spend hours downloading, producing and uploading finished tracks and fighting with conflicting audio formats. By integrating our cloud-based recording technology we’re able to significantly reduce the time and technical requirements that preclude many folks from getting started making music. And that means an expanded market for Songsinc, deeper level of engagement for their users and a faster path to making music.”

Test out this online recording capability right now with any of the Songsinc tracks by visiting the Songsinc site, choosing any track type and clicking the record button: www.songsinc.com

About Songsinc

Songsinc is a web-based song consignment store that enables musicians to build upon the material of other musical artists. It offers fully produced instrumental tracks from independent composers and PROs (PROTracks) that can be used by songwriters and lyricists to create their own original songs. PROTracks are instrumental music beds composed by music industry professionals – producers, composers and songwriters who have proven track records and successes. These Tracks are available to members for a download fee and TrackOwners receive a royalty for every download. Songsinc facilitates all the permissions so that the Track may be used in the creation of the new song. All rights are protected on behalf of both the TrackOwner and the Songwriter. The collaboration of a Songwriter with a PRO through Songsinc provides an unparalleled interactive experience and creative process. www.songsinc.com

About Scratch Audio

Scratch Audio is a cloud-based multi-track audio recording platform that offers a desktop-comparable experience. It dramatically simplifies the creation, production and sharing of music and enables both musicians and non-musicians to collaboratively author songs online. The Scratch Audio technology can be integrated into websites that rely upon traditional audio-based workflows to reduce overhead, expedite turnaround times, decrease user attrition and improve customer engagement & retention. To learn more about Scratch Audio visit: www.scratchaudio.com.