

# Releasing iOS app 2.0

**Press release - July 18, 2017, Groningen, the Netherlands**

## Chordify launches iOS app to help people learn to play an instrument

2.0 version of Chordify iOS app now live

**Chordify, one of the world's most prominent online music resources for chords, recently launched a major update for its new iOS app. The app helps users to practice their favorite songs on piano, guitar and ukulele on their iPhone or iPad and has been downloaded over 125,000 times.**

Using a state-of-the-art algorithm, Chordify automatically recognizes the chords of any song and aligns them to the music in a simple to use player. From the app, users can search songs and get the chords for the entire catalogue of both YouTube and SoundCloud, and also search the collection of the 6 million songs that have already been chordified.

## Easy and intuitive learning, for iPhone and iPad

"The vast majority of people wanting to learn to play a musical instrument quit in their first year", Chief Marketing Officer and co-founder Gijs Bekenkamp explains. "We want to help people keep on practicing, by making it fun and easy and letting them play their favorite songs."

Chordify has millions of monthly visitors and welcomed its 825,000th registered user this month. "Because of the increasing popular demand, we developed an iOS app together with app developer HIRO, next to our web based app" Bekenkamp continues. "HIRO already had a lot of experience developing media, music and e-learning apps, so they were a perfect fit. The 2.0 version of the app now has all the same premium features as its online counterpart, such as changing the playback speed, uploading your own music files and looping tricky parts of a song to help you practice.

"The app and web version also communicate seamlessly, syncing users' song libraries and favorites instantly, making them playable on mobile and desktop. A newly added feature allows users who might not know how to play certain chords, to play along with interactive chord diagrams for piano, guitar and ukulele. Both the chords and chord diagrams are synced to the beat of a song and switching between them is quick and easy, with the press of a finger.

**"If you're a musician, Chordify is the app. From the basement noodling guitarist to the working shredder, this app has you covered. It's accuracy is mind boggling."**

Shadowboxr, Chordify member

### **About Chordify**

Chordify is an online music service, made for and by music enthusiasts, that transforms music from YouTube, Deezer, SoundCloud, or your private collection into chords. The service automatically recognizes chords from the audio signal, and aligns them to the music in a simple and intuitive player for guitar, piano, and ukulele.

Acclaim and more

The Chordify WebApp has been up and running since January 2013. Since then, the company has grown steadily and organically, in total welcoming over 58 million unique visitors to the platform. To date, 6 million songs have been chordified by users and 825,000 people have registered to the service. Every day, users spend well over 9,000 hours on Chordify, playing along to +125,000 songs. In the four years Chordify has existed, the startup received a lot of international acclaim, winning the Dutch Pitch Session at the Northside Festival in New York in 2014 and the San Francisco MusicTech Summit Startup competition in 2015. They were also selected to pitch during The Next Web Conference in New York and were showcased during the SXSW Festival in Austin, TX. Visit: <https://chordify.net> <https://chordify.net/app>

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#### ABOUT CHORDIFY

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The Chordify web app has been up and running since January 2013. Since then, the company has grown steadily

and organically, in total welcoming over 86 million unique visitors to the platform. To date, 7 million songs have been chordified by users and 1,200,000 people have registered to the service.

Over the course of its 5-year existence Chordify received a lot of international acclaim, winning the Dutch Pitch Session at the Northside Festival in New York in 2014 and the San Francisco MusicTech Summit Startup competition in 2015. They were also selected to pitch during The Next Web Conference in New York and were showcased during the SXSW Festival in Austin, TX.

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Chordifynewsroom