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# Chordify launches iOS app during Reeperbahn Music Festival

Chordify part of Dutch Digital Impact showcase during NEXT Conference

*PRESS RELEASE, September 2016*

**Chordify, one of the world's most prominent online music resources for chords, will be launching its iOS app on September 23, during the NEXT Conference of the Reeperbahn Music Festival in Hamburg, Germany. CEO and co-founder Bas de Haas will demonstrate the features of the new app during the Dutch Digital Impact Session on Friday, and give a presentation about the company's growth strategy for the coming years.**

The Reeperbahn Festival in Hamburg is one of the largest music showcase festivals in Europe, with over 70 different venues and 32,000 visitors. This year's focus-country during the festival and industry conference is the Netherlands, and Chordify is part of Creative Holland, a delegation of twelve Dutch companies representing the creative, music, and digital industry.

## Simple and intuitive, for iPhone and iPad

Chordify has millions of monthly visitors and welcomed its 500,000th registered user this month. Because of increasing popular demand, the company developed an iOS app for mobile users. The new app has many of the same features as its online counterpart and is just as intuitive and easy to use. The app and web version communicate seamlessly, syncing user 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 fast and easy, with the press of a finger. From the app, users can search and get chords for the entire catalogue of both YouTube and SoundCloud, and also search the collection of 4.5 million songs that have already been chordified.

## Simple and intuitive, for iPhone and iPad

Besides demonstrating the features of the new iOS app, co-founder Bas de Haas will also present Chordify's plans to grow in the coming years. One of the new developments is the recently launched, platform independent Chordify Now Embedded Player, allowing users to get the chords of any song on any music platform and play along with an embedded player, without leaving the website.

With the new embedded player, Chordify aims to be featured on every imaginable online music platform, from band and festival websites and music blogs, to Apple Music, YouTube and Spotify, introducing a much wider audience to online music education and Chordify.

## Chordify – tune into chords

Chordify is an online music service, made for and by music enthusiasts, that transforms music from YouTube, Deezer, SoundCloud or your private song collection into chords. The service automatically recognizes chords from the audio signal, and aligns them to the music in a simple and intuitive player. Chordify is a cutting edge service that helps both novice and trained musicians to play the music they want to play. By making state-of-the-art music technology available to the public at large, the platform reshapes music education, by creating affordable, engaging and personalized products, enabling everyone to become a musician.

## Chordify hits 500,000 registered users

Chordify is a proven concept with millions of monthly visitors and well over 4.5 million songs transformed into chords. Recently, Chordify hit 500,000 registered users. Musicians from all over the world –professional, amateur and everyone in between– are now frequently using this service.

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## ABOUT CHORDIFY

[Dutch version below]

**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.**

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 100 million unique visitors to the platform. To date, 8 million songs have been chordified by users and 1,400,000 people have registered to the service.

Over the course of its 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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**Chordify is een online muziekservice, die muziek van YouTube, Deezer, SoundCloud of jouw privé collectie omzet in akkoorden. De service herkent de akkoorden uit de muziek automatisch en zet ze op muziek in een simpele en intuïtieve muziekspeler.**

De Chordify WebApp is al sinds januari 2013 online. Sindsdien is het bedrijf gestaag en organisch gegroeid, en heeft het meer dan 100 miljoen unieke bezoekers mogen verwelkomen. Tot op de dag van vandaag zijn er al 8 miljoen liedjes gechordified door de gebruikers en hebben zich 1,400,000 mensen geregistreerd bij de service.

In de jaren dat Chordify bestaat heeft het bedrijf veel internationale waardering gekregen, wat resulteerde in het winnen van de Dutch Pitch Session bij het Northside Festival in New York in 2014 en de San Francisco MusicTech Summit Startup competitie in 2015. Chordify was ook geselecteerd om te pitchen tijdens de Next Web Conference in New York en presenteerde zichzelf tijdens de SXSW Festival in Austin, TX.

Chordify