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## Chordify launch - tune into chords

Free online music service that extracts chords from music sources

Press Release Groningen (NL) - Utrecht (NL) - Oxford (UK), January 18, 2013

On Saturday January 12th the free online music service Chordify was launched. Exactly three months after the presentation of the beta-version of the site at the ISMIR (International Society for Music Information Retrieval) Conference in Porto, Chordify has been made available for the public at large during the Eurosonic Noorderslag festival. Chordify is a cutting edge service and a revolutionary tool for both novice and trained musicians. After the official launch, in which multiple guitar players climbed the stage to simultaneously play along with a song on Chordify, the trendsetting bands Paceshifters, Mr. Richard and Town of Saints made their appearance. The official launch of the website was the closing act of a four day event. From Wednesday till Friday the Chordify team demonstrated it's service in the Chordify popup-café at the Grote Markt Groningen where Inge van Calkar, the German band HONIG and Paceshifters played their chords. With the official launch of Chordify, the service is now available for everyone.

### Science for the masses.

Chordify is a free online music service – made for and by music enthusiasts – that transforms music, from YouTube, SoundCloud or your private collection, into chords. Our service automatically recognises chords from the audio signal, and aligns them to the music in a simple and intuitive player. Chordify makes state-of-the-art music technology available to a broader audience, making it easier and more fun to play along with your favourite tracks.

There will be more!

Chordify development will not stop here. Besides further perfecting the chord transcription algorithms, the full potential of the Chordify platform will be explored further. During the beta stage we received a lot of feedback from our users. Some of these suggestions – like the support for guitar diagrams, and an improved site navigation – have already been implemented before the launch.

The Chordify website will always remain free of charge. This is possible because the site has been designed to be supported by wallpaper advertising. The wallpaper space, besides its use for promoting bands and music we endorse, is also available for commercial partners. The aesthetic property of the images is highly valued: the advertising look like posters, lifestyle photography, or art. Logos and text are limited to a minimum. Similar advertising models have proven to be successful in services like WeTransfer and 22tracks.

In the near future, Chordify will be extended with additional paid features that will make the platform even more attractive. Users with a premium account will be able to maintain a library of songs, and download, print and adjust chord sequences, for instance. Also, Chordify can already be used on tablets and smartphones, but we plan to release a paid app soon.

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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.

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