



## Introducing XITE Lo-Fi & Focus

**CALM SOUNDS FOR A RELAXED, FOCUSED MIND.**

XITE Lo-Fi & Focus pairs calm piano music and relaxed lo-fi beats with stunning visuals, the perfect background for studying, focused work, or simply switching off. No big drops, no distractions, just carefully chosen blocks of uninterrupted sound built around one idea: give your mind the space it needs to settle, focus, and relax.

We're proud to launch the channel on Prime Video in the US including content from the Dutch label Chillhop Music.

### About Chillhop Music

From a creative passion project to a full-fledged audiovisual universe with its iconic raccoon at the forefront, Chillhop Music is a Dutch record label and brand. Collaborating with talented artists from all over the world, we aim to bring listeners the best chill (lofi) beats paired with unique, handcrafted visuals.

**"This partnership with XITE creates exciting new opportunities for our artists. Through the launch of XITE's new Lo-Fi & Focus FAST channel, we're expanding the Chillhop Music brand by bringing our music catalog and signature illustrated visuals to an even wider audience."**

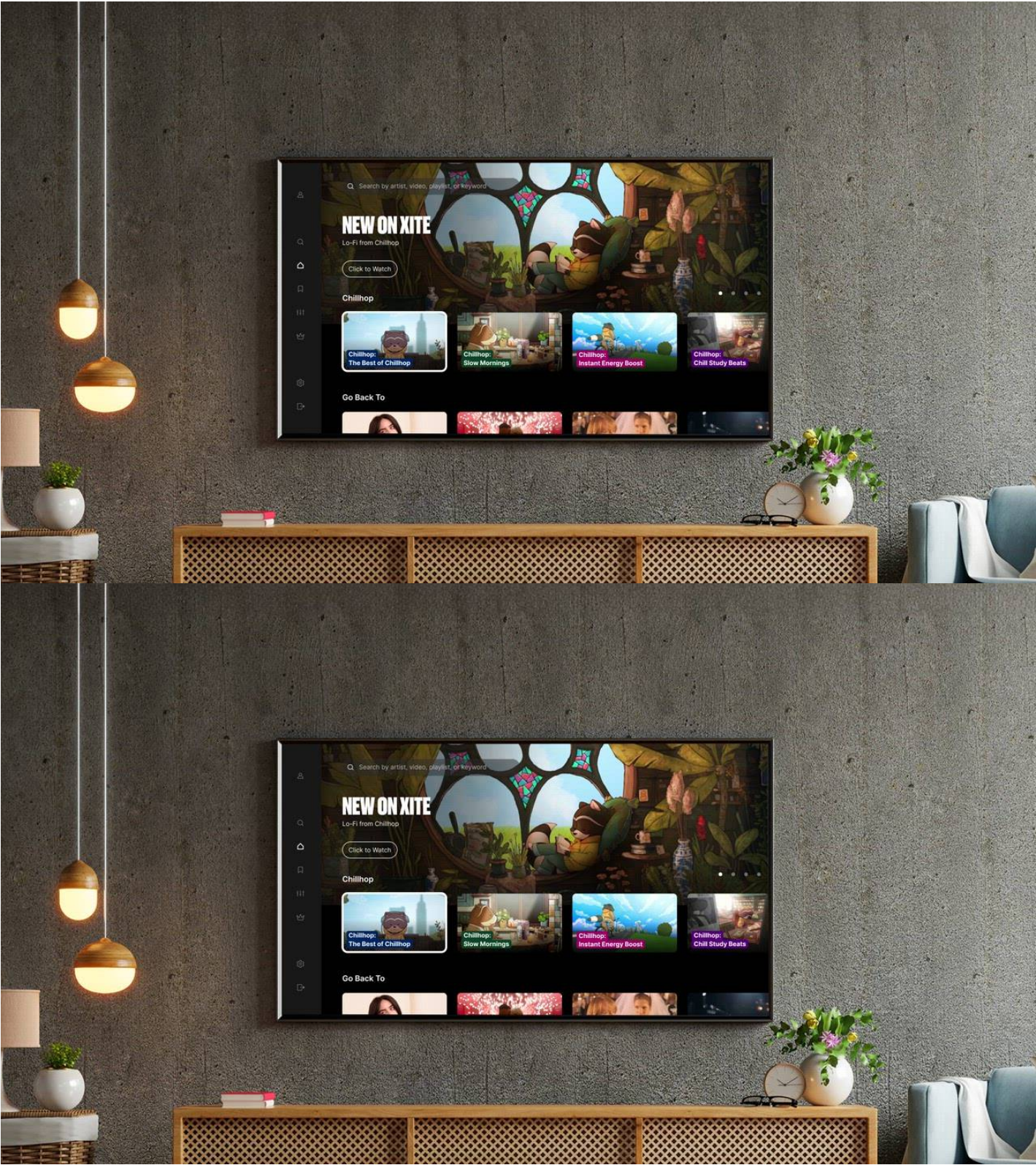
Head of Commercial, Jochum Schuitema

## **Playlists in the app**

You can also watch Chillhop Music in the XITE app in the US, CA, UK, DE and NL, including playlists:

- Chillhop: the best of Chillhop
- Chillhop: slow mornings
- Chillhop: Instant energy boost
- Chillhop: chill study beats
- Chillhop: endless sunday
- Chillhop: sunset
- Chillhop: late night vibes
- Chillhop: late night

XITE Lo-Fi & Focus is now available on Prime Video and the .



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