



## SoundCloud Launches Cloud Based Music Sharing Platform for Music Industry Professionals

**New standards set for artists, labels and music execs who need to receive, send and distribute music.**

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### Contact

Alexander Ljung  
Founder/CEO  
[alex@soundcloud.com](mailto:alex@soundcloud.com)  
T +49 1577 6813208  
[soundcloud.com/alex](http://soundcloud.com/alex)

### Company

SoundCloud  
Auguststraße 5a  
10117 Berlin  
T +493027593775  
[info@soundcloud.com](mailto:info@soundcloud.com)  
[soundcloud.com](http://soundcloud.com)

The majority of people working in the music industry are exposed daily to the hassle of transferring large music files. Previous solutions ranged from sending out physical CD masters to putting up with the chaos of file-sharing links and FTP-server logins. SoundCloud changes all this by providing a simple web-based platform that allows users to upload their music once in any format and then manage them quickly and efficiently online from "the cloud".

Tracks can either be distributed privately to any contact, shared publicly or embedded into any web page, blog or social network. Users can also get access to their own online music inbox where they, without downloading, can listen to incoming tracks and instantly leave feedback. SoundCloud's unique commenting system allows users to place comments inside of tracks and say what they mean, where they mean it, making this a perfect tool for collaboration.

"We want music industry professionals to be able to fully utilize the power of the web. The tools available today are just a mess and people end up spending hours on bad technology when they should be focusing on what really matters - the music." says Alexander Ljung, Founder and CEO.

The web service has been operating in silent beta mode for the last 12 months with a strict invite-only policy but is already gaining a lot of traction. Notable artists and records labels such as Compost, BPitch Control and Goldie are already using the platform and have integrated SoundCloud into their current daily workflow for dealing with music online.

SoundCloud is announcing today that it will be publicly launching and opening up to the whole music industry at the end of this week's Popkomm conference in Berlin. On the 11th of October sign-ups to the platform will finally be open.

"We've been thrilled about the response from all the great artists and labels who have already incorporated SoundCloud into their work with upcoming releases. Today we're extremely happy to announce that we are ready to begin letting more music professionals on to the service." says Eric Wahlfors, Founder and CTO.

**For a tour of SoundCloud**

<http://soundcloud.com/tour>

FOR IMMEDIATE RELEASE

**For print quality images**

<http://soundcloud.com/pages/press>

**About SoundCloud**

SoundCloud is a Berlin based start up that lets users move music fast and easy via the web. The platform takes the daily hassle out of receiving, sending and distributing music for artists, record labels and other music professionals by moving audio to the cloud. Currently the over 20 000 users strong site has already gained a strong position among music professionals and is used daily for collaborating on the tracks you will find on iTunes next month.

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