

Soundtrap and Allihoopa Partner to Broaden the Availability of Online, Collaborative, Easy, Music-Making Worldwide

Stockholm, Sweden, and Palo Alto, Calif. - January 19, 2017 – Musicians and aspiring musicians just got a boost with easy-to-use online support for their creative endeavors through a partnership between [Soundtrap](#) and [Allihoopa](#) announced today. Now users of Allihoopa's music-based social network have access to the Soundtrap collaborative music-making recording studio, where they can turn their creations into full compositions, working with others around the world using the real-time collaboration features built into Soundtrap. Conversely Soundtrap users are directly connected into to Allihoopa's community of music makers and their open pool of music pieces.

This alliance underscores how Internet-based music-making software has become hugely popular in recent years. Allihoopa's Take app lets users record vocals while Figure digitally captures beats. With this partnership, anyone in the Allihoopa social network can expand their musical potential to work on any device in any location with a world of artistic peers in Soundtrap. Meanwhile, Soundtrap the award-winning online studio for making professional-sounding music collaboratively and simply, connects with Allihoopa's network of users. The early seeds of ideas, clips, loops and beats from the Allihoopa apps can be built upon in Soundtrap, with users inviting others to contribute vocals, music, beats or rhythms that can be edited collaboratively as desired in the cloud-based solution.

Since its launch in June of 2015, Stockholm-based Soundtrap has grown exponentially, adding many thousands of new users daily. Helping this growth is the fact this cloud-based music platform is accessible to virtually every device because it works across iOS, Android, Chromebook, Linux, Mac and Windows operating environments online or via app. Soundtrap has quickly reached a million users.

According to Soundtrap co-founder and CEO Per Emanuelsson, "Both our companies are on a mission to encourage, simplify and revolutionize the music-making process. Through this partnership, our users get a larger network of people to collaborate with while Allihoopa users can connect with new fellow musicians among our million-plus users and develop their early musical ideas in our recording studio. We believe that broader collaboration and online social connections will help improve and inspire people in creating music and it's our mission to make this happen."

"Our vision is to offer a platform for anyone who wants to make music. Joining with Soundtrap gives the social network of Allihoopa users a way to pick up the pieces of music and expand on them using whatever device or platform they want. The future of music making lies in collaboration, and we are extremely happy that Soundtrap is now joining us in providing increased opportunities to creative souls who want to make music," said Gustaf Kellner, CEO at Allihoopa.

Anyone can start making music online and use Allihoopa features with Soundtrap for free at soundtrap.com. Browsing, listening and signing up for Allihoopa accounts is free at allihoopa.com.

About Soundtrap

Soundtrap is the first online music recording studio to work across all operating systems, Mac, iOS, Android, Windows and Chromebook, where you collaborate with music makers from all around the world in an easy-to-use browser, cloud-based system. Headquartered in Stockholm, Sweden, birthplace of many successful music tech startups such as Spotify, Soundcloud, Tidal and Beats Music, the company also has an office in Silicon Valley. Soundtrap provides an easy-to-use platform for all levels of musical interest and ability and is being used by the K12 through higher education market. For more information, visit: www.soundtrap.com.

About Allihoopa

Allihoopa unites everyone doing music together – wherever they are, whenever they like and however they choose. Inviting all ambitions, skills and levels of participation, Allihoopa is the only social network that connects people, music content and music apps. It is a place for “music in the making,” where people from all over the globe come together to exchange ideas, collaborate and encourage each other. Allihoopa users can freely use anything they find from the growing pool of over one million user-generated pieces. Allihoopa provides access to its platform through open APIs and software toolkits, enabling integration of any app or service. Founded in 2016, the company is based in Stockholm Sweden. allihoopa.com

Contact:

Aoife Kimber
PR for Soundtrap

akimber@kimberpr.com

+ 1 650 773 7288

Annika Jungeteg-Falkman, Text 100

PR for Allihoopa

allihoopa@text100.se

+46 707 16 35 99