

Acclaimed Songwriter Andreas Carlsson Becomes Advisor and Investor in Online Music Recording Studio Soundtrap

Carlsson Has Written Hits for Katy Perry, Backstreet Boys, Britney Spears and More; Sees Huge Potential in Soundtrap

Palo Alto, Calif. - June 6, 2016 – Award-winning Andreas Carlsson, one of the world's most accomplished music producers and a songwriter for the stars, is joining online music recording studio Soundtrap as an advisor and investor. During his prodigious career, Carlsson has written songs for the likes of Katy Perry, the Backstreet Boys, Celine Dion, Britney Spears, Bon Jovi, Carrie Underwood, Ricky Martin and many more. Carlsson's many mega-hits have helped at least four singers win the coveted "diamond award" bestowed on those recording artists who have sold over 100 million albums throughout their career. He has received five Grammy nominations, two Emmy awards and is currently working with Cirque du Soleil's new Broadway show, 'Paramour' where he has written ten songs including the opening act and main ballad.

The innovative concept behind Soundtrap and its huge potential are what attracted Carlsson, he said. Soundtrap is the first online music and audio recording studio where users can find and collaborate with people from all over the world on a multitude of devices across iOS, Android, Chromebook, Mac and Windows platforms. See video: <https://www.youtube.com/watch?v=xheoUkbyhE4>

One of Soundtrap's most important features is how accessible and easy to use it is compared to other online recording studios. As someone who runs two renowned music schools in Sweden, Carlsson sees particular promise in Soundtrap's impact on young budding musicians. "I wish Soundtrap had existed when I was starting out," explained Carlsson. "Such tools were -- and are -- way too complex and dampen creative ability. Soundtrap makes it simple to compose and share music, 'democratizing' music making so anyone can do it."

In fact, one focus of Soundtrap is the education market, where it is being used by teachers and students in K-12 and above and it has been named “The Best Website for Teaching and Learning 2015” by the American Association of School Librarians.

"With his deep connections in the worldwide contemporary music scene, Andreas is an ideal advisor and partner for us," said Per Emanuelsson, CEO of Soundtrap. "He knows the who's who in the industry and understands where the music industry is headed. Plus, we share the view that the digitization that's happening on the distribution side of the music industry is inevitably picking up the pace on the production side as well, creating many new opportunities for us."

Carlsson is a prime example of the outsized role Swedes are playing in the music world today. As the New Yorker stated in 2014, "Swedish influence is everywhere in pop music." Carlsson himself lives in both Sweden and Los Angeles and his towering career is a reminder of why Sweden has become the third largest music exporter in the world despite its diminutive population. In fact, half of the top 10 songs on the Billboard Hot 100 were written or produced by Swedes in May of 2012.

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.

Resources:

Videos: <https://www.youtube.com/watch?v=xheoUkbyhE4>

How Soundtrap works: R&B collaboration with Soundtrap:

<https://www.youtube.com/watch?v=YAPrEB07aFA>

Flickr:

<https://www.flickr.com/photos/97627992@N07/sets/72157654452327362>

Pricing information: www.soundtrap.com/pricing.

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