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Screenshots and video at www.soundtrends.com

Sound Trends Introduces Looptastic Producer for iPhone and iPod Touch

Mashup to go: Next-generation version of Apple Staff Favorite now imports and syncs user loops

Seattle, April 13, 2009: Sound Trends, the new music software company from the founders of MixMeister Technology, has released Looptastic Producer, the first iPhone music-production app that lets people import their own audio loops from a PC or Mac. Looptastic Producer is also the first iPhone looping app that time-stretches loops to play at the same tempo — a mashup in your pocket.

Looptastic Producer builds on the Looptastic series of DJ-oriented virtual instruments (Breakbeat, Drum 'n' Bass, Electro, Minimal, and Progressive), designed to help iPod enthusiasts make their own great-sounding music with touchscreen ease. Apple named Looptastic Electro Edition a Staff Favorite.

Looptastic Producer addresses the #1 customer request: the ability to personalize their mixes by importing their own loops. The transfer process is simple — one click on the screen puts the iPhone/iPod Touch into Import mode and displays a URL. Type that URL into a web browser and upload files to the iPhone/iPod through a web form. Each file can be named and categorized, and a special “sound bite” mode disables time-stretching, padding the end of the file with silence instead. (See SoundTrends.com for screenshots.)

To thank early adopters of the Looptastic line, Sound Trends is offering Looptastic Producer for a limited-time introductory price of \$4.99. The price will revert to \$9.99 soon. Sound Trends also offers a single-track Lite version for free.

Mashup To Go

Mixing with Looptastic is easy and tactile: You load a Loop Set and then drag the loop icons vertically to control volume and horizontally to snap them into one of three mixer zones. (Thanks to multitouch support, you can grab up to five loops at once.) The integrated crossfader and multimode resonant filter — now available simultaneously — let you shape the mix in real time.

The crossfader controls the balance of the left and right zones, facilitating breakdowns, transforms, and seamless sound-swapping. Loops in the center zone play independently of the crossfader, enabling the performer to sustain a groove or a background texture.

Use Looptastic Producer for **on-the-go improvisation**. Take works in progress with you and **sketch out arrangement ideas** on headphones. It's also great for **live performance**. Prepare sets to perform by yourself, or as the backing tracks for others using lead instruments. As one satisfied customer said, "This app is just awesome! The interface is easy and intuitive, but complex enough to take this way past being just a toy." Others agree: "It works so simply, but the results are astounding." "Use it in your set like I did. I had multiple people ask where I got the track, and I got to say, 'My iPhone.'"

See Looptastic in action at www.soundtrends.com and discover why Apple named it a Staff Favorite.

Specs

- **Name:** Looptastic Producer
- **Description:** Performance remixing application for Apple iPhone and iPod Touch
- **Price:** \$4.99 for a limited time; reverts to \$9.99 soon. (Free Lite version also available.)
- **Distributor:** iTunes App Store (direct link: <http://itunes.com/app/LooptasticProducer>)
- **New Features (over classic Looptastic editions):**
 1. AIFF/WAV/OGG audio import (with optional time-stretch).
 2. Crossfader is now active in the filter screen, enabling more expressive mixing. (A customer request.)
 3. Loops now load in the background for faster startup.
 4. Coming soon: mix recording and tempo control.
- **Preset Content:** 6 Loop Sets from the classic Looptastic editions: Breakbeat, Drum 'n' Bass, Electro, Minimal, and Progressive. All sounds were designed by Midihead and Peace Love Productions. Each Loop Set contains 10 stems (drums, percussion, bass, strings, synths, vocals, SFX, and more). Free Lite version has 1 Loop Set.
- **Import Formats:** 16-bit, 44.1kHz, mono or stereo WAV, AIFF, or Ogg Vorbis. Customizable loop length (1, 2, 4, 8, or 16 bars) for sound bites.
- **Mixing:** Multitouch volume control with three zones and crossfader.
- **Effects:** Multimode resonant filter (low pass, high pass, band pass, notch); touchpad-controlled frequency and resonance.

About the Company

Sound Trends (www.soundtrends.com) is a new music software company from the founders of MixMeister Technology. It is dedicated to producing audio applications that are easy to use yet offer unexpectedly expressive control and sound quality.

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