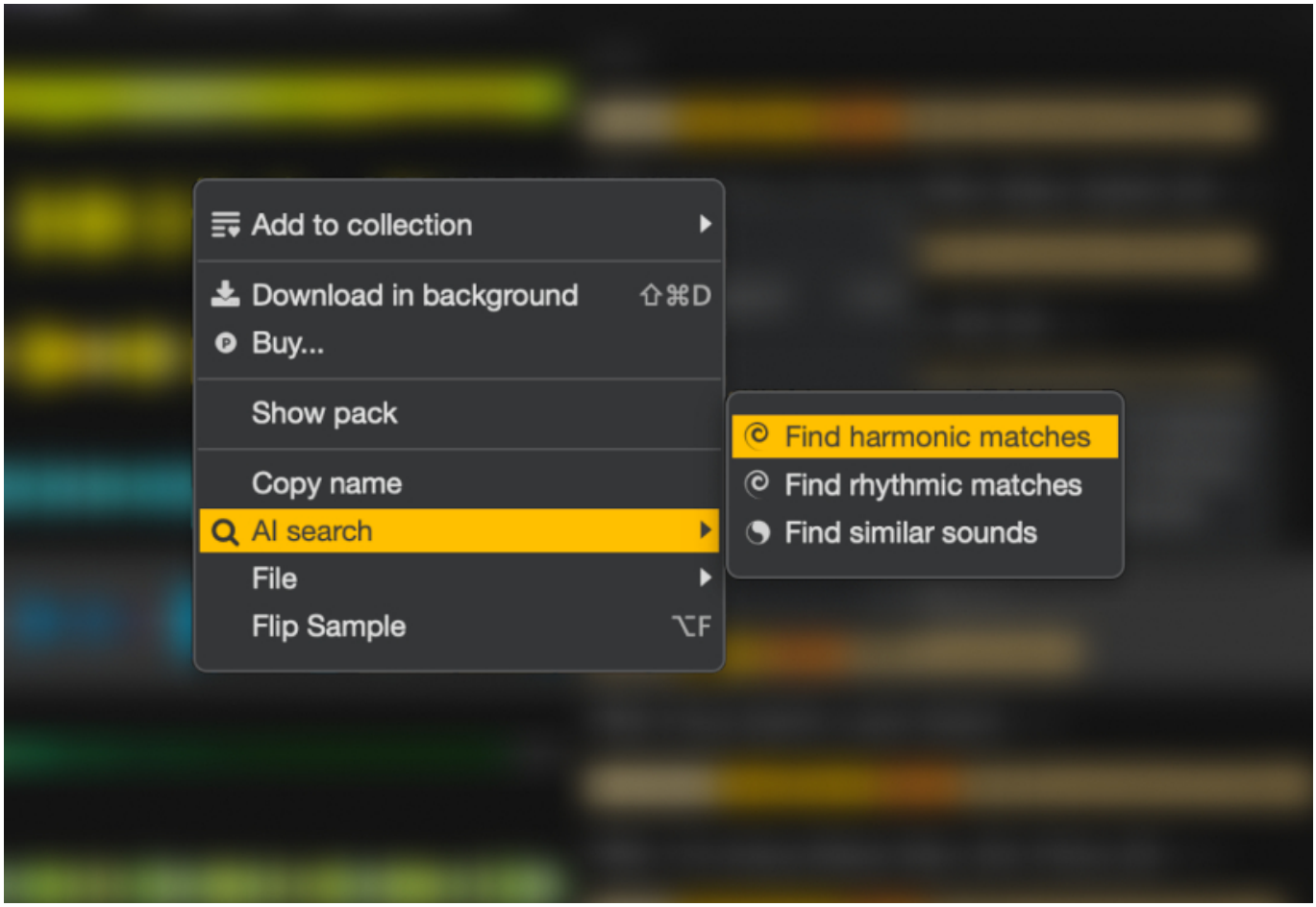
Loopmasters acquires Jamahook



Loopmasters announces that it has acquired Jamahook, developer of intelligent sound-matching technology that helps producers find musically compatible sounds for their tracks. Jamahook's technology already powers intelligent search within Loopcloud, Loopmasters' cloud-based sample library and music production platform. The acquisition builds on that existing relationship as Loopmasters develops new ways for producers to discover, organize and work with sounds.

Jamahook's technology analyzes audio from a producer's project and identifies musical characteristics to recommend rhythmically and harmonically compatible material from a library of more than four million royalty-free samples. Producers can audition matches directly in their DAW, refine the results by instrument, mood, genre, or groove, and search their own audio libraries.

The acquisition brings together two complementary approaches to the same challenge. Loopcloud helps producers navigate large sound libraries without losing creative momentum, while Jamahook provides the musical-matching technology that uses the track itself to surface compatible material. "Jamahook's technology has been helping Loopcloud producers find the right sound faster for a while. With our latest update, that help is there at every stage of making a track. Acquiring

Phoca PDF

Jamahook is a natural next step as we build Loopcloud into a place to both organise your sounds and find inspiration," said Matt Pelling, CEO of Loopmasters.

Jamahook CTO Torsten Heise added, "We built Jamahook to transform the way we create music. So producers could spend their time making songs, not hunting for sounds. Loopmasters has shared that vision from day one, and Loopcloud has put our technology in the hands of far more producers than we could have reached alone. Joining the team gives our work the scale to keep improving, and our users a stronger home."

www.loopmasters.com

Phoca PDF