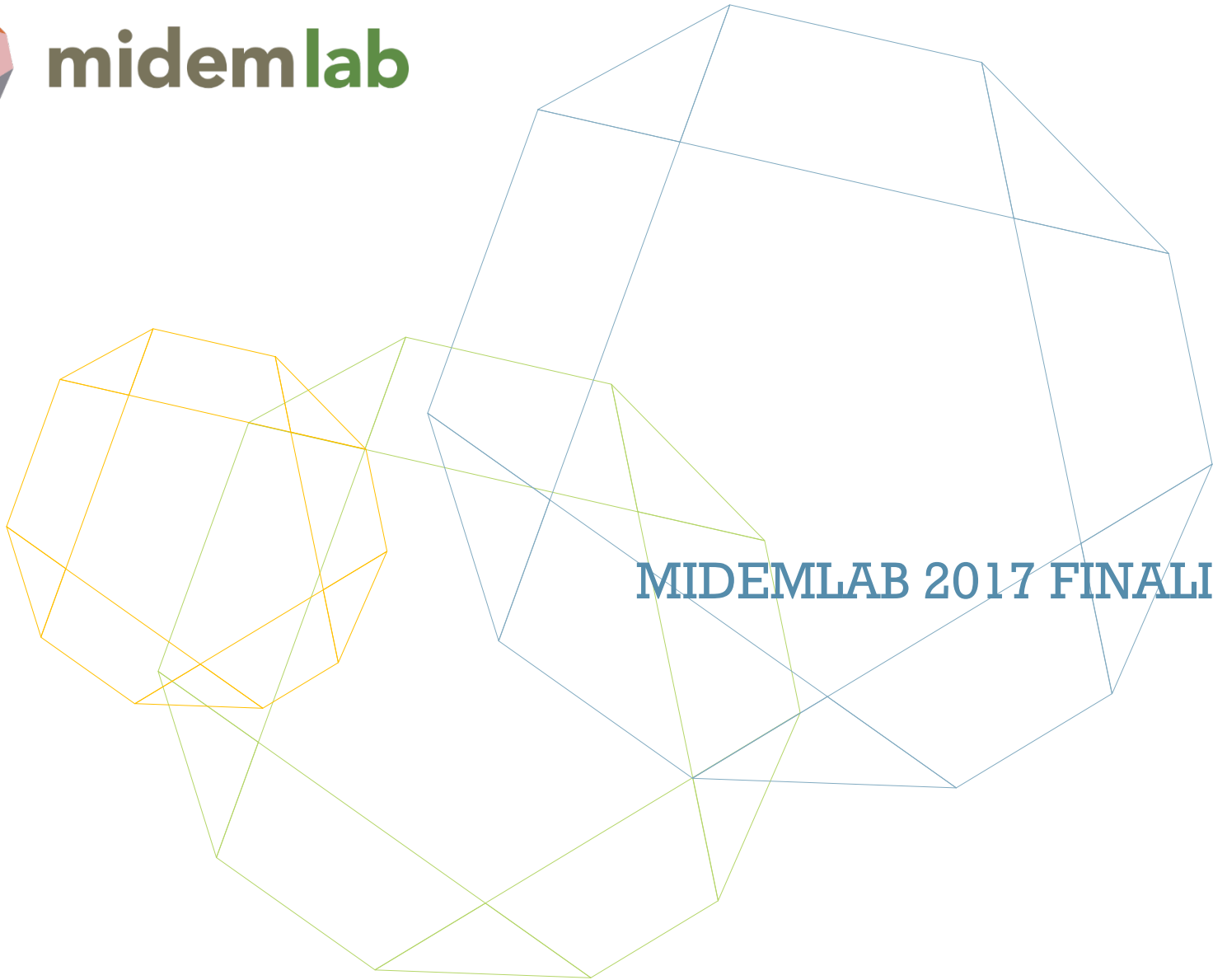# MIDEMLAB 2017 FINALISTS

Finalists of the
Music Creation & Education category

Artificial Intelligence based mobile music education platform

Uberchord (Germany)
www.uberchord.com

Uberchord's vision is to bring music education into the 21st century. Their unique learning concept is based on the notion that music is a language that we all learn to understand, but very few to speak. Consequently, instead of just acquiring finger skills, learning how music works will help the users to speed up their learning process significantly. By combining an AI based high-tech mobile learning experience with a high quality catalog of popular songs (licensing deals with Universal Music and Sony/ATV are in place), the long awaited change in musical education methodology is finally here.

Put study materials to music for kids to learn in an intuitive and effective way

STUDYTRACKS (Ireland)
www.studytracks.education

Every year, a large number of students drop out of high school causing deep issues for society. Teachers agree that student engagement is challenging. Studytracks addresses this by engaging pupils with a medium they already consume: Music. Delivering study materials as tracks helps kids to memorise, recall and perform better. Created by award winning songwriters and actively supported by artists such as Cathy Guetta. Developed in conjunction with schools and students.

FINALISTS INFORMATION

The world's first handheld vibration-based automatic guitar tuner

Roadie 2 (USA)
www.roadietuner.com/roadie2

No matter your experience level, tuning can be a chore and take time away from playing. Roadie 2 is an automatic string tuner that is quick, easy to use, and three times more accurate than the human ear. It is fully standalone and uses vibration detection to tune in even the noisiest of environments. Roadie 2 is compatible with any string instrument with a guitar machine head including 6-7-12 string guitars, ukuleles, mandolin, banjo and many more. The Kickstarter campaign launching the product in March 2017 raised more than $300,000 in just 22 days with 16 days to go. Roadie 2 is endorsed by guitarists from Queen, Drowning Pool, Grand Funk Railroad and Tim McGraw band among many others.

Musical instrument for iPad created especially for kids

Skoog (UK)
http://skoogmusic.com

At Skoogmusic we make technology that lets anyone make music. Our flagship product, Skoog, is a new kind of musical instrument for iPad created especially for kids, and more importantly for all children, including those with disabilities. Skoog is a musical instrument that anyone can play and is available worldwide on the Apple store.

Let your voice compose

HumOn (South Korea)
http://hum-on.com

HumOn is the simplest music creation app for dreamers. It is the best service for those who wished to make music but were hesitating because they do not know how to start with. Start HumOn and hum any melody into your smartphone. After recording, the app instantly writes it out in musical score. It also adds suitable chords and accompaniments for your melody. Try different genres or styles, and complete to create your own music. HumOn uses machine learning to create suitable accompaniment in the same way as a musician considers melody and musical chord to play accompaniment.

Finalists of the Music Distribution & Discovery category

♫ TRUELINKED

The World's leading online marketplace for vetted artists in classical music

Today classical artists and producers alike live in a "black box" with little or no freedom to make their own decisions due to the old-fashioned agency system. This gave us the idea to disrupt the traditional agency business in Classical Music. To let technology and innovation create room for transparency, artistry, and meritocracy and replace the middleman with a modern, more efficient and far cheaper solution.

Truelinked (Danemark)
http://truelinked.com

On demand vinyl produced by the community

Diggers Factory is a community-based pre-order platform dedicated to vinyl records. The principle is simple: allowing artists and labels to produce and reissue their music on vinyl for free and without risk. It only requires a minimum amount of pre-orders to fund production. It's a genuine tool to predict demand prior to production as well as a turnkey solution since we also offer an ecosystem of partners to assist artists: pressing plants, distribution networks, mastering studios, graphic designers, logisticians etc.

Diggers Factory (France)
www.diggersfactory.com

FINALISTS INFORMATION

Market leader in the space of music entertainment apps

Yokee Music (Israel)
www.yokee.tv

With over 80 million downloads, Yokee's apps are in the top 10 grossing music apps in over 120 countries. Yokee Karaoke, Yokee Piano and Yokee Guitar are available on the Apple AppStore, Google Play and the Amazon AppStore. Yokee Karaoke allows users to sing and record their favorite hits and share it with the world. Yokee Piano and Yokee Guitar allow users to play virtual instruments in a gamified, rewarding experience.

Personally selected in-store music

Atmosphere (Netherlands)
http://getatmosphere.com

We connect brands and businesses to music experts who personally select the background music for their stores and restaurants. This not only improves the experience of customers, it is also a new way for music experts to earn money.

Let you manage and share music and work smarter

DISCO (Australia)
http://disco.ac

Sharing music files is the one task everyone in the music industry all shares, yet there's no standard, ubiquitous platform built specifically for that task. Current industry options for managing media are either workflow-inhibiting hacks (Box/Dropbox combined with iTunes) or destination products, which insist people change where and how they do their work. What Slack did to email, DISCO does to iTunes/Box/Dropbox: eliminating repetitive work and bringing intuitive delight back into the workflow.

Finalists of the
Marketing & Data/Analytics category

Provide real-time airplay, playlists, charts & social analytics for any artist and more. **Soundcharts (France)**

http://soundcharts.com

Following the performance of any artist is now possible with the Soundcharts platform, the real-time intelligence solution for the Music Industry. Soundcharts improves decision-making in project management, artist scouting and reporting by bringing together real-time and historical music consumption data (charts, airplay, playlists, social). After 100 days of monetization Soundcharts already works with over 200 users from 100 different companies including the majors, many independent labels and management companies.

Quickly and easily create promo videos and music videos for your track **Rotor Videos (UK)**

http://rotorvideos.com

Rotor is a cloud-based engine and web app that's been designed, built and delivered by music video directors and creative technologists. It's tailored specifically for the music sector and enables artists, labels, marketing departments and catalogue owners to create promotional videos quickly, easily and inexpensively. Through the Rotor web app, users create promo videos and demo videos for new releases and events or music videos and performance videos for every track on an album or LP.

First-ever online exchange for direct licensing of public performance rights

NPREX (USA)

www.nprex.com

NPREX is the first-ever online platform for the direct licensing of public performance rights between music copyright owners and music users (broadcasters, streaming services, etc.). The increasing importance of public performance licensing revenue has led to an increasing interest in a market-based licensing solution. NPREX is this low-cost/high-tech solution for the music industry that uses a patent-pending pricing algorithm to help parties negotiate and enables direct licensing at fair market prices.

The trusted platform for building bots on Messenger

The Bot Platform (UK)

http://thebotplatform.com

We provide a serviced solution using our expertise in the industry to work with customers to create engaging bots which will deliver great business value.

Specialists in online talent discovery

Instrumental (UK)

www.weareinstrumental.com

Instrumental specialises in the discovery of talent online for labels, brands and media partners. We search billions of videos daily to find the emerging artists, creators and influencers that can drive sales for our clients now and in the future. The data and insights delivered by our proprietary TalentAI tech allows us to identify and partner the right fast growing talent with the right brands and publishers, reducing A&R risk or marketing costs while driving sales for our clients.

Finalists of the Experiential Technologies – VR/AR, High-Resolution, IoT & hardware category

First smart headphones with Artificial Intelligence

Founded by two MIT alumni in Sep. 2014, Vinci is the first AI-enhanced, wireless and hands-free headphone that is controlled by your voice and powered by cloud technology, with no connection needed to your mobile phone. This standalone music player companion gives users a seamless listening and control experience with integrated music services, large local storage capacity, high quality audio specs, 3D recording, activity sensors, an advanced recommendation algorithm, and leading AI technology.

Custom sound thanks to 3D printed instruments

SYOS helps musicians finding their own sound identity thanks to 3D printed custom acoustic musical instruments. Our first products are saxophone mouthpieces. Thanks to our algorithm we make the link between the vocabulary the musician uses to describe his dream sound and the geometry of the mouthpiece that will help him get this sound.

midem
connected by music

Create and share DJ mixes with streamed music

Pacemaker (Sweden)
http://pacemaker.net

Powered by its AI technology, Pacemaker provides the world's best and easy to use DJ mix creation tool and social consumption experience. And their proprietary Metamix format enables creation and distribution of DJ mixes for premium streaming services like Spotify.

VR platform for music lovers to view, host,
and socialize in shows worldwide, anytime, anywhere

TheWaveVR (US)
http://thewavevr.com

TheWaveVR empowers artists and music lovers alike by transforming the way people connect through music. Music creators can fully customize how their audience experiences the music - whether it's by transforming the venue from a realistic nightclub to outer space with a click of a button - or putting on the most unimaginable light show ever. Fans won't have to travel the globe or miss out on their favorite DJs, musicians or festivals and can experience the music like never before, while socializing in totally new ways alongside their friends.

Immersive music format designed for generation 360/VR

ORB (Sweden)
www.orb.industries

The ORB is a 360/VR format designed to display the coming sea change of media from flat to immersive. This is done by marrying the best of previous media with what is now possible in immersion via the ORB format. The format is device agnostic and multi-screen ready. As it is a visual product and must be seen for best results, we look forward to your seeing it!