



SoundMachine Joins Tune In's airable.API to Ease Adoption of Music Subscription Service for Businesses

April 9, 2018 – SoundMachine, the premier music subscription service for business, has been integrated into Tune In GmbH's airable.API, which makes it simple for system integrators and commercial audio hardware manufacturers to connect their devices to a variety of content services with just one API. This new integration will allow businesses using airable.API-enabled devices to easily connect to SoundMachine and fill their locations with music tailored to their image.

SoundMachine gives large and small retailers, restaurants, spas, or any other company looking to enhance their physical space the ability to craft a seamless, engaging, and on-brand music experience. The service provides full licensing for Public Performance within a client's business environment in the U.S. (via ASCAP, BMI, SESAC, and SoundExchange) and Canada (via SOCAN and RE:SOUND), with clients receiving access to professionally curated stations that can be mixed to create the perfect audio atmosphere. They can then schedule those customized mixes to match the mood throughout the day. Users can also upload promotional messages to play at scheduled intervals or exact times along with the music, and SoundMachine's top-down content management system allows users to link an unlimited number of locations or users to one account, making operating the music and promotional messages a breeze. SoundMachine also recently introduced a new subscription tier titled Business Premium powered by Napster, which allows users to create an even more personalized sound with custom playlists starting from an artist or song, as well as hundreds of Napster's own curated stations. SoundMachine can also create custom playlists designed specifically for individual companies.

"We want to be as accessible as possible to our business customers, and Tune In's airable.API will make it easy for thousands of sound systems to directly and easily access SoundMachine," said Matteo Luppi, CEO at SoundMachine. "By having our platform included in their API, sound system manufacturers will be able to make SoundMachine easily available through their hardware without the need for a specific integration with us."

"SoundMachine is an important service offering for the business customer, and it's important to our hardware clients to have these options available for in-venue use," said David Litt, VP Product Management at Tune In GmbH.

For more information on SoundMachine, visit www.sound-machine.com.

About SoundMachine

Founded in 2008 by brothers Matteo and Daniele Luppi, SoundMachine brings commercial background music to the fore with a subscription-based service that gives business owners everything they need to create a seamless, engaging, and on-brand music experience in their stores, restaurants, hotels, spas, or other locations. Clients can choose from three levels of service, with all subscribers receiving full Public Performance licensing in the U.S. and Canada, access to SoundMachine's collection of professionally curated playlists, and the ability to mix playlists to create the perfect audio backdrop, insert promotional messages, schedule different types of music for different times of day, and control music in multiple chain locations from a central account. Subscribers to the Enterprise plan can also request a custom playlist created specifically for their needs, and those who sign up for Business Premium powered by Napster receive access to an expanded catalog of millions of songs and hundreds of curated stations, along with the ability to create their own custom stations starting from a single artist or song, building a consistent mood. SoundMachine now serves more than 10,000 locations across several countries, with customers including major fashion luxury brands such as Loewe (LVMH Group) and La Perla; hotel, restaurant, and coffee shop

chains; and thousands of medium to small businesses. SoundMachine partners include major telecom companies, such as Vodafone, as well as thousands of AV installers.

About Tune In GmbH

The way we enjoy media is changing. We decide for ourselves how, when and where we want to listen to music, radio or on demand shows. We consume any kind of media –regardless of time and place. Tune In is addressing this. People at Tune In know and love music, webradio, podcasts, audio on demand and internet media. The airable technology enables Apps and devices to meet the changing and challenging online media expectations of today’s consumers. They access the airable catalogues and services via devices of exclusive consumer electronics manufacturers and apps. airable – Tune In GmbH is privately held and was founded in 2010 with offices in Germany and the United States.

SoundMachine Media Contact

Laurie Jakobsen, Jaybird Communications – laurie@jaybirdcom.com, 646.484.6764

Tune In GmbH Media Contact

PR Müllers - Christoph Müllers - presse@prmuellers.de