

Updated Software for Online Music Promotion

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Press release from: [iPool](#)



Bremen, Germany, October 16th 2008 - The updated Version 3 of iPool, the world-leading software for online music promotion and digital B2B music distribution, is now available online. iPool 3 has over 120 new features compared with the previous version. iPool 3 now supports all data formats. This means that iPool customers can also provide their media and business partners with broadcast quality video clips, booklets, biographies, printable press photos and much more.

A further highlight of iPool 3 is the automatic transfer via FTP, the standard for file transfers. This feature allows an automatic and speedy online supply to user-defined recipients, for instance to music download shops or radio stations. As well as pure audio data, iPool can also transfer other data, such as cover pictures, video clips and metadata in XML format. By supplying music download shops, the benefit over an aggregator is that no rights need be assigned to iPool. In this way iPool customers save themselves the cost of royalties that would otherwise be retained by the aggregator.

The iPool feedback function has also been improved and expanded. Now, if desired, iPool can be configured in such a way that the download of music titles is only possible after the media partner has approved the release. Alternatively, iPool can also be set up so that it is initially possible to download tracks, but is automatically locked if the recipient has not left any feedback after a certain period of time.

The new version also brings with it a number of new special features. For every release, iPool 3 automatically produces an information sheet in PDF format that can be downloaded by an iPool customer's media and business partners, and printed out if required. Likewise, iPool now automatically generates the prelisten version of a track, including fade-ins and fade-outs. In order that e-mail newsletters can be sent quicker, iPool 3 can now create e-mail templates to be used for future mailings.

Furthermore, the "iPool Watermark Container" has been completely redeveloped and made easier to use. This additional tool, in conjunction with iPool, makes it possible to protect music data with a watermark against illegal distribution. In addition, the new iPool version brings with it many new detailed improvements.

Automatic Online Promotion Direct To The Hard Drive

iPool is a web-based software and provides record labels, music publishers, music promotion agencies and many more with the opportunity to promote music digitally. With iPool, businesses can manage their contact data, music tracks, video clips, booklets and much more. Afterwards, the relevant target group can be defined, ready for online promotion and distribution. The iPool server can embed an individual, inaudible watermark into the audio data. In a matter of seconds, the audio tracks and other media data are available for media and business partners to download.

With iPool journalists, radio stations, disc jockeys, licensees or download shops can be supplied worldwide. Tracks can either be downloaded via the browser, conveniently and automatically via Podcast through popular media players such as Apple iTunes or Winamp, or uploaded to an FTP server. The whole process of conventionally distributing media will then be shifted to the Internet, thus drastically reducing the production, distribution and personnel costs.

Furthermore, recipients can also review the tracks in iPool directly online. iPool saves this feedback and displays an up-to-date analysis at the push of a button. Moreover, with just a few mouse clicks, thousands of personalised e-mails can be sent to media and business partners.

iPool Used By More Than 150 Companies

Companies that are already using the iPool software include Warner Music Group Germany (www.warnermusic.de), Roadrunner Records (www.roadrunnerrecords.de), edel records Finland (www.edel.fi), the Dance music label Kontor Records (www.kontor.cc), the Heavy Metal label Nuclear Blast (www.nuclearblast.de) as well as independent labels, music publishers and music distributors around the globe. According to company data, iPool supplies more than 50,000 media and music pros worldwide with the latest music.

Further information: www.iPool.info

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Text available online with visual material:
www.iPool.info/press/200810/en/

The iPool software was developed and marketed by labeltools GmbH. Based in Bremen, Germany, labeltools is an IT company that specializes in developing software for the music industry. Already by 2005 labeltools and its iPool software was a finalist in the IMEA (Innovation in Music and Entertainment) Awards at Popkomm, the music industry tradeshow. In addition, labeltools was awarded first prize in the StartUp competition organised by McKinsey, Stern, ZDF und Sparkasse.

Press contact iPool:

iPool music promotion software
labeltools GmbH
Hermann-Köhl-Straße 7
28199 Bremen
Germany

press@iPool.info

Phone +49 421 1676 484-0
Fax +49 421 1676 484-9

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