

INSTANT MASTERING

20 October 2020



IMUSICIAN LAUNCH PAYG INSTANT MASTERING

- Enables users to get a professional studio-quality mastered track within minutes for just **€7.99**
- Operates as a standalone service without subscription fees or album bundling

20 October 2020, ZURICH: Swiss-based global music distributor iMusician have launched their pay-as-you-go instant mastering service, enabling independent artists and labels to release professional studio-quality tracks at a fraction of the cost of studio mastering.

Powered by advanced AI technology, the service lets musicians professionally master their tracks for a competitive sound within minutes.

After uploading a mixed track on the iMusician app, musicians choose their preferred parameters from genre presets and adjust the EQ settings to personal taste via a professional and user-friendly interface. Users can then preview and compare different mastering results as well as listen to the fully mastered track and make unlimited changes before purchasing.

Unlike other online mastering services, iMusician don't charge annual subscription fees, storage fees or download fees, with purchased mastered tracks being stored in iMusician's track library for free, forever.

iMusician's instant mastering operates as a standalone service with artists receiving their file as a high-quality WAV file to distribute through a service provider of their choice or through iMusician directly.

The service is launching with an introductory price of **€7.99/\$5.59** per track, changing to **€9.99/\$6.99** from January 1st.

Says Shigs Amemiya, co-founder & CEO, iMusician Digital:

“We founded this company to give all musicians access to the same opportunities as larger artists, at a price that is affordable for them and without locking people into draconian contracts. Our new Instant Mastering product fits perfectly in this space, giving independent musicians access to a class-leading mastering technology at a great price and incredibly fast. Of course the goal is not to replace traditional studio mastering, but to provide a professional, low-risk alternative for new artists, seasoned pros and everyone in between!”





INSTANT MASTERING IS THE FUTURE OF MUSIC PRODUCTION. AFFORDABLE AND PROFESSIONAL, A POLISHED AND BALANCED SOUND IS ONLY MINUTES AWAY. TAKE THE FINAL STEP NOW AND PRESENT YOUR MUSIC TO THE WORLD IN MINUTES.



Upload your tracks

With 24/7 access to the service, simply pick a track, EP or album you want to master and upload it to our app. Always on your own time.



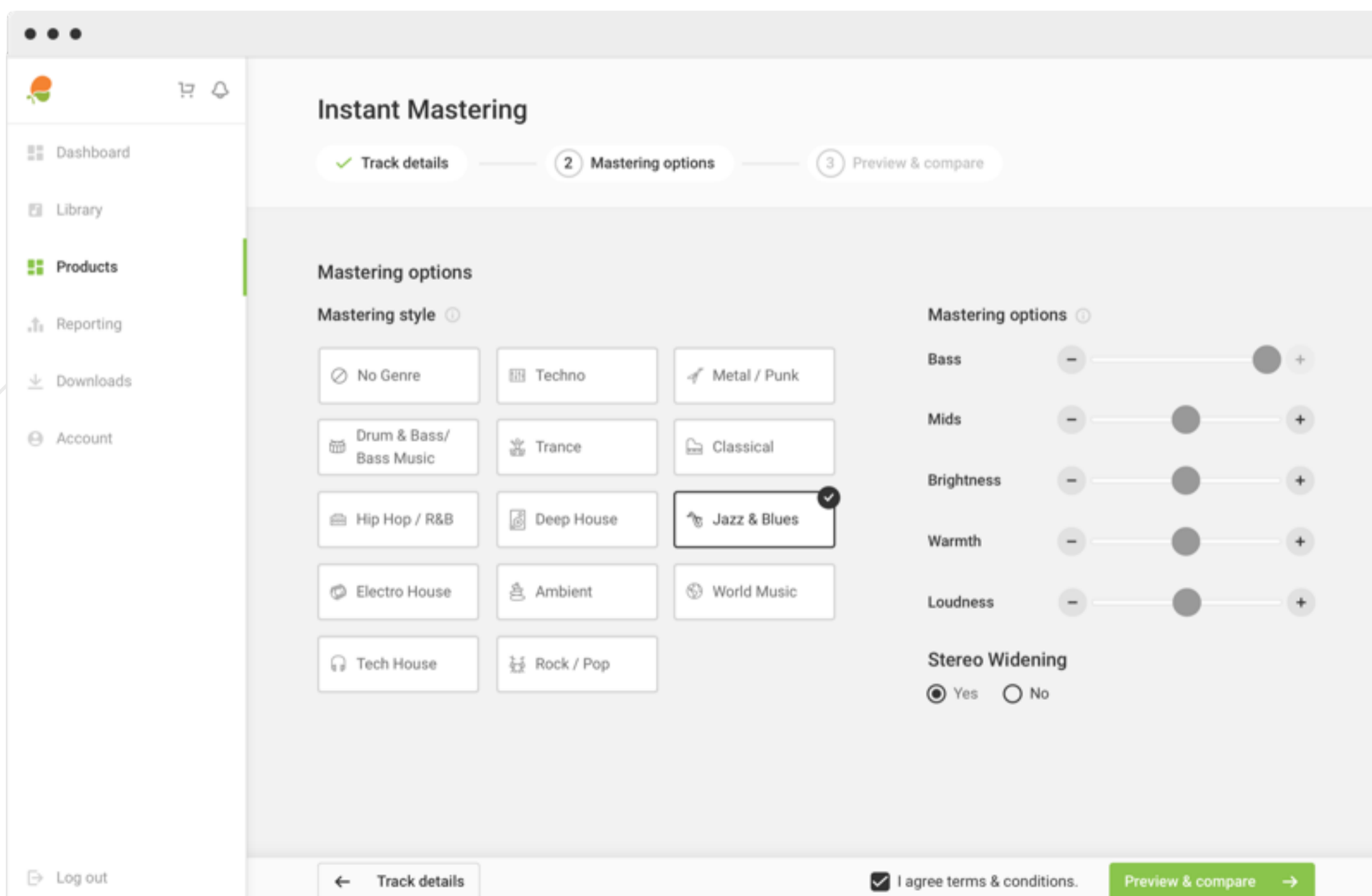
Choose your genre

Genre-specific sound profiles tailored with AI bring a best-in-class sound. Add a personal touch with subtle attenuation or boosting.



Get ready for release

In a matter of minutes you'll receive high quality, professional sounding masters ready for distribution through our global network.



ARTISTS WHO WORK WITH US



“THE INSTANT MASTERING SERVICE IS GREAT FOR PRODUCERS & SINGERS WHO ARE JUST STARTING OUT AND GETTING INTO THE MUSIC SCENE, AND WANT TO USE A SOLUTION WHICH IS QUICK AND RELIABLE. YOU ALSO GET TO TRY DIFFERENT VERSIONS OF YOUR SONG TO BE REALLY SURE WHICH STYLE AND SOUND YOU WANT TO GO WITH.”

Nine To Five Records

Sweden

“I THINK FOR AN ONLINE MASTER, THE QUALITY IS GOOD. I NOTICED A DEFINITE BOOST IN VOLUME WHICH BRINGS THE MIX UP TO THE EXPECTED COMMERCIAL LEVEL, AS WELL AS A NICE CRISPER TOP END, TIGHTENED LOW END AND REMOVAL OF A KIND OF “DULL” SOUND IN THE MIDS FROM THE ORIGINAL MIX.

OVERALL, SUPER HAPPY WITH HOW THE SONG NOW SOUNDS!”

Prey Drive

UK

