



# CLAPSTR.COM

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## CLAPSTR A REVOLUTIONARY TECHNOLOGY FOR MUSIC LISTENING Clapstr unveils campaign as it finalizes preparations to launch

CLAPSTR (20 March 2014-)- A brand new way to search for, listen to, and share music, Clapstr is an online music platform that has an entirely new method in which users locate music. Clapstr's innovation is in removing intermediary steps users must go through to search for, scroll through, select and then listen to the music they want to be listening to in that current moment. It is user-controlled, highly intuitive and interactive. The Clapstr Team has just launched a crowd-funding campaign to gain enough support to complete its development and bring Clapstr to users as fast as possible.

There are billions of songs circulating the Internet, and thus, it is probably safe to say there is something out there for every musical taste. Artists, producers, record labels, companies, and other music services label music under certain categories making it easier for listeners to search for their music. The issue that Clapstr aims to solve, however, is that those labels are very broad and not necessarily user-endorsed, and therefore not always providing listeners to what they want to be listening to. Clapstr, rather than using labels and tags provided by music distributors, depends on users (the crowd) to label and categorize music with very precise keywords, such as emotions, activities, places and events; no keyword is off-limits. It is through those user-generated keywords that other users can find music that matches their mood. This new way of tagging and then searching for music is much more precise in connecting a user with the appropriate song(s).

Clapstr has the potential to be the Google of music, a single platform where users can find any music they wish with a huge range of search options. Just as Google uses Search Engine Optimization to create a hierarchy of results most relevant to the search terms, Clapstr creates a hierarchy of relevant music results through "claps" or votes by users who approve of the connection between a song and a keyword.

Clapstr is a start-up business with no major funding. It relies on donations by potential users. Team Clapstr has just released its campaign in order to raise what they need to complete development and get it online. Once launched, Clapstr will offer many opportunities for advertisers and companies to get publicity to a huge target audience.

Clapstr was created and is run by a team of dynamic, creative young people who love music and understand that music can effect and enhance human experience. To find out more and to show your support, visit <http://www.indiegogo.com/projects/clapstr>

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