



Press Information
May 24, 2007

Global Launch of WatZatSong!

Paris, France – Today, WatZatSong, the free collaborative song naming website, releases its English version.

What is more painful than having a tune stuck in your head when you don't know its name or artist? WatZatSong can solve this problem. To identify a tune, simply hum it into a microphone connected to your computer and then the members of the WatZatSong global community will listen to it and tap into their music knowledge to tell you what it is. After that, you can listen to a real sample of the song on one of the music partners' websites, and – if you like – buy the track.

«Helping other members to name their tunes is as fun as playing a music quiz. WatZatSong also has community functions like creating friends lists, sending private messages, and building public profiles with favorite songs to help members interact and share their music taste » says Raphael Arbuz, co-founder of WatZatSong.

Available since June 2006 in French, WatZatSong has already proven its effectiveness: 85% of the 8,000 samples posted to date have been named and close to 40% of these in less than 5 minutes. « Other existing solutions usually work with "Query by Humming" technologies and these are unreliable when the recorded sample is not of good quality. WatZatSong is different because it uses human ears, and as we are much more sensitive to rhythm and pitch than a machine, even the worst singers have a chance to find the name of their song! Also, the aforementioned technologies are limited by the number of reference samples available in their databases, whereas on WatZatSong, you can always have your song named as long as someone, somewhere knows the tune. »

By launching the website in English today, WatZatSong becomes available to a larger number of music enthusiasts and considerably broadens its knowledge base. For instance, a traveler who heard a song in India now has the chance to have it quickly and painlessly named when he/she gets back home.

About WatZatSong

WatZatSong was founded in 2006 by Thibault Vanhulle, Erez Abittan and Raphael Arbuz. The idea came from a passionate discussion between Thibault and Raphael about who was the artist of the song they were listening to. The team is now located in both Paris and New York.

Please, feel free to contact us for more information about WatZatSong.com.

Media Contact

Global Head Quarter

Raphael Arbuz

press@watzatsong.com

[+33 6 88 79 95 83](tel:+33688799583)

Office in the United States

Erez Abittan

erez@watzatsong.com

[+1 574 339 7917](tel:+15743397917)