VENLABS LAUNCHES DEBUT APP "DimSong"

Reactive and Adaptive Musical Remix App Provides a New Method of Expression Through Interactive Audio

Los Angeles, CA. October 3, 2011. VenLabs, LLC, a new media company changing the way users consume and play with music through technology, announces the launch of *DimSong*, a reactive and adaptive application that creates customized remixes of instrumental tracks based on a user's movement and surrounding environment.

DimSong is a free app for iPhone and iPod Touch, which expands on the hyper-personalization that listeners have come to expect from music and entertainment technology. Taking the next step in that evolution, *DimSong* creates custom musical arrangements by reacting to users' touch, movements, and surroundings – adapting the intensity and density within a song as those inputs change. The app will alter users' expectations of how they interact and engage with music, and allow for a truly unique experience.

"DimSong will let people actively adjust music to suit their mood, or allow the app to react to their environment and adapt the music accordingly," says VenLabs founder and *DimSong* creator Daniel Lehrich. "This level of customization – not just from one song to the next but within the tracks themselves – points towards a future of interactive audio that morphs to suit the user's activities and lifestyle. It's been really cool to watch our early testers having fun and getting creative as they shake their phone around or start messing with the lights. "

Going a step beyond other music personalization apps and software that offer playlists or suggestions based on user profiles or previous listening habits, *DimSong* features the following methods to control song instrumentation and energy: "Touch," a manual setting that allows users to change the arrangement via an on-screen slider; "Shake," which reacts to user movements as they dance, run, or make any motion with varying speeds, and "Light," which reacts to the strength of the light in the room, functioning as a musical dimmer switch where more light means more intensity in the music. Users can also customize the reaction speed through sensitivity settings, altering the rate at which the app responds to changes in input.

The free download, available in the iTunes App Store and powered by Cricket Audio, comes with 3 exclusive, customizable instrumental tracks, and additional music is

available for purchase through the in-app store. Focusing at first on local, independent artists in multiple genres, *DimSong* plans to add new tracks to the library weekly, consistently giving users additional avenues for customizing their musical experience.

VenLabs founder Daniel Lehrich spent the past six years in the games industry, most recently as Creative Director of Activision's *7 Studios*, and formerly as a Sound Designer and Game Designer. He is the creator of *Scratch: The Ultimate DJ*, a music/rhythm game for Xbox360 & PS3.

For introductory video and press materials please visit http://www.dimsong.com/press.

About VenLabs, LLC
VenLabs creates products and collaborates to provide new methods of expression through interactive audio. Combining professional expertise in the fields of music, gaming and technology to create interactive audio entertainment, VenLabs' products offer innovative ways to play with audio and create new methods of expression. The Company also collaborates with other creators to increase user engagement with their products, brands and advertising through compelling use of audio. Capabilities include the design, development and integration of custom systems to enhance any project. VenLabs is actively developing for iOS, Android and the web. VenLabs, LLC is based in Venice, California. http://venlabsla.com.

About Cricket Technology
Cricket Technology is dedicated to bringing professional-quality audio to mobile devices. Its flagship product, Cricket Audio, enables mobile developers to easily add sound to games and other apps on iOS and Android. Cricket Audio is now in beta and can be downloaded at www.crickettechnology.com.

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