



REACTIVE MUSIC PERSONALIZATION APP “DIMSONG” CHOSEN AS SXSW MUSIC ACCELERATOR PROGRAM FINALIST

Founder Dan Lehrich Will Present at the Accelerator Event at SXSW on March 14

Los Angeles, CA. January 30, 2012. [VenLabs, LLC](#), a new media company changing the way users consume and play with music through technology, announces that its debut app *DimSong* has been chosen as a finalist in the prestigious SXSW Music Accelerator program, featuring the best new music-based technologies and honoring the most creative minds in the space.

Chosen from hundreds of products and services, *DimSong* is one of 8 finalists that will be presented during the Music Accelerator finals held on March 14 for a panel of expert judges and a live audience at SXSW.

DimSong was highlighted by Mashable’s Spark of Genius Series, and has been featured on Evolver.fm, which said in its review, “What’s so cool about DimSong is the way it joins music to reality.” Continuing to focus on the opportunity to showcase new music, since the launch founder Dan Lehrich has added independent and international artists to those available for sale within the app, including Mocean Worker, Dub Easy, Tsaperas, and Two Spot Gobi. Working with bigger names is on the horizon as well – Rasta Root and Phife (A Tribe Called Quest) are set to contribute a song, with more announcements forthcoming – as Lehrich continues to make new music a priority.

“I’m so proud and excited that DimSong has been chosen as a finalist for the SXSW Music Accelerator Program,” says VenLabs founder and *DimSong* creator Daniel Lehrich. “As the app continues to gain in popularity and we are able to add additional music from talented artists, the time is right for the incredible exposure that this event brings.”

DimSong is a free app for iPhone and iPod Touch that 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 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.

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 also can customize the reaction speed through sensitivity settings, altering the rate at which the app responds to changes in input.

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>.

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