



Endel to release 20 algorithm-powered albums to help you sleep, focus & relax

Berlin, Germany
and New York, New York,
January 22, 2018

Sound Environments Innovator Partnering with Warner Music Group's Arts Music Division To Produce and Distribute Soothing and Productivity-boosting Soundscapes Exclusively on Apple Music and iTunes

Endel – the unrivaled, cross-platform audio ecosystem and iOS app that creates personalized, adaptive sound environments that can improve health, well-being, and mood – is partnering with Warner Music Group's Arts Music division to release a series one-hour soundscapes as albums. Five Sleep albums are available exclusively on Apple Music and iTunes starting today, January 22nd, until February 14th, before being released across all streaming and download services. The albums are the first "app-as-an-artist" releases featured on Apple Music and iTunes. The album titles are:

Sleep – Clear Night
Sleep – Rainy Night
Sleep – Cloudy Afternoon
Sleep – Cloudy Night
Sleep – Foggy Morning

Following the five Sleep albums, Endel will work in partnership with the Arts Music division to create and release five Focus albums, five Relax albums, and five On-the-Go albums. All will have minimalistic, abstract cover art similar to the app's visual aesthetic, and clever track names. All titles will be released in the coming weeks and be available across all download and streaming services.

Leveraging the neuroscience behind how white noise helps infants sleep and relaxing sounds reduce stress and anxiety (and have a positive effect on heart rate and blood pressure), Endel uses sound to align a listener's mind and body to any task or goal. The musical phrases are composed by Dmitry Evgrafov, and Endel's algorithm-powered technology changes the composition on the fly depending on various personal inputs, like weather, location, and heart-rate.

Arts Music was introduced to Endel through the Techstars Music program. The partnership breaks new ground by creating and packaging algorithm-powered music for specific activities or moods. The immersive listening experience is made even easier by serving listeners packaged albums via their favorite streaming service.

"We are thrilled to be working with Arts Music," says Oleg Stavitsky, founder and CEO of Endel. "We are focused on creating personalized and adaptive real-time sound environments, but we are happy to share those pre-recorded albums to demonstrate the power of sound and our technology

to streaming service listeners. These releases are aimed to bring our stress-reducing and productivity-boosting soundscapes, generated by Endel iOS app, on a daily basis to people everywhere.”

“I’ve been a fan of Endel since Techstars Music brought the company to our attention. Their innovative compositions provide unique listening experiences that will be introduced to a larger audience through the extensive reach of the Arts Music division’s marketing and distribution resources,” noted Kevin Gore, President of Warner Music Group’s Arts Music Division. “I’m certain listeners enjoying these new albums will benefit from reduced anxiety and improved mood.”

Endel is a Techstars Music’18 company, with investors including Amazon Alexa Fund, Avex Inc., Major Lazer’s Jillionaire, Plus 8 Equity Partners, Kima Ventures, Impulse Ventures, and world-famous DJ La Fleur. Endel is available on the Apple App Store,

<https://itunes.apple.com/us/app/endel-focus-relax-and-sleep/id1346247457>

Techstars Music is supported by Warner Music Group, AVEX Group, Sony, Bill Silva Entertainment, Silva Artist Management, Q Prime Management, Concord Music, RecoChoku and Royalty Exchange.

About Endel

Working on the basis that sound has a direct impact on our wellbeing and affects our heart rate, blood pressure, and state of mind, Endel generates real-time personalized soundscapes to enhance focus, relaxation, and sleep. The audio ecosystem creates algorithm-powered, personalized soundscapes that help calm the mind, minimize daily distractions, and prevent brain fatigue. After choosing one of several sound modes – Relax, Focus, Sleep, and On-the-Go, for example – Endel’s sound engine creates a unique soothing and physiologically natural soundscape, which adapts real-time to a number of personal inputs like location, time zone, weather, and heart rate. The technology behind Endel is designed to be integrated into various technologies and public infrastructures such as airports or hotels, as well as office and co-working spaces. Endel is the brainchild of a Berlin-based team of artists, developers, and scientists who have worked together on various mobile products – including the award-winning kids’ app series, BUBL. For more information, visit <http://endel.io>.

About Arts Music

Arts Music is Warner Music Group’s new umbrella of labels focused on signing, developing and marketing releases across under-served genres including classical, musical theater, jazz, children’s music, soundtracks, and film scores. Arts Music is the home of the Warner Classics and Erato labels for classical music and Sh-K-Boom/Ghostlight Records for musical theater.

Visual Assets

endel.page.link/viswmg

Contact

Jeannine Jacobi
Endel / Fresh PR

323.903.7063
jeannine@freshpr.net

Majeda Hussein
WMG

212.275.3151
majeda.hussein@wmg.com