

# SoundCloud partners with Abbey Road for online mastering service

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Abbey Road Studios connects SoundCloud users directly to world's most renowned music engineers

Online music service SoundCloud has partnered with Abbey Road to let artists and producers connect directly to the legendary studio over the internet and have their tracks polished by the world's most celebrated audio engineers.

SoundCloud users will now be able to seamlessly submit their music as high quality audio files to Abbey Road's engineers at its online mastering service (<https://abbeyroadonlinemastering.com/soundcloud>).

The partnership with Abbey Road highlights how SoundCloud is becoming the key platform for music professionals to distribute high quality audio across the web. Tracks need to be transferred at the highest quality to the Abbey Road mastering service, which results in very large audio files that previous to SoundCloud would have been difficult to share.

Mastering is the final, crucial stage of the recording process where tracks and albums are given an extra polish to make them ready for release and radio play. Abbey Road's engineers have been pioneers in the mastering process, working on recordings by The Beatles, David Bowie, Lily Allen, Franz Ferdinand and many other hugely successful artists.

The Abbey Road online mastering service gives artists and producers the opportunity to have their music mastered on the same type of equipment that was used to add the final magic touches to classic albums such as The Beatles' 'Abbey Road' and Pink Floyd's 'Dark Side Of The Moon'.

The partnership takes advantage of SoundCloud's newly-launched 'Connect With SoundCloud' functionality, which has been integrated into the Abbey Road mastering website.

'Connect With SoundCloud', a technology similar to Facebook Connect, allows SoundCloud users to use not only their identity but also their online tracks across several webservices. The technology makes it simple for third-party companies to extend their services to the rapidly growing SoundCloud userbase.

Alexander Ljung, SoundCloud CEO, said: "We're extremely excited to be partnering with probably the most famous recording studio in the world. The Abbey Road mastering service is an amazing way of giving new talent the chance to have their work mastered at the highest level. This fits SoundCloud perfectly as we too are all about bringing professional tools and ease of use to music makers across the web. We look forward to seeing if the next Beatles or Pink Floyd emerges from this partnership!"

Jonathan Smith, General Manager Abbey Road Studios, said: "We are delighted to be partnering with SoundCloud to offer their users a little bit of the Abbey Road sound through our new global online mastering service."

Abbey Road will be offering SoundCloud users a 20% discount on their mastering services between now and January 2010. The service can accessed at: <https://abbeyroadonlinemastering.com/soundcloud>.

## About SoundCloud

SoundCloud, founded in 2008 by Alexander Ljung and Eric Wahlforss, is an online audio platform catering to music professionals, enabling them to collaborate, promote and distribute their music online in a simple, accessible and feature-rich way. SoundCloud allows music makers to upload large audio files, embed those tracks on websites and blogs, share them publicly (including via Twitter) or only to specified contacts, and gives listeners the ability to comment on specific parts of the recording directly from the SoundCloud player.

For more information please go to: [www.soundcloud.com](http://www.soundcloud.com).

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