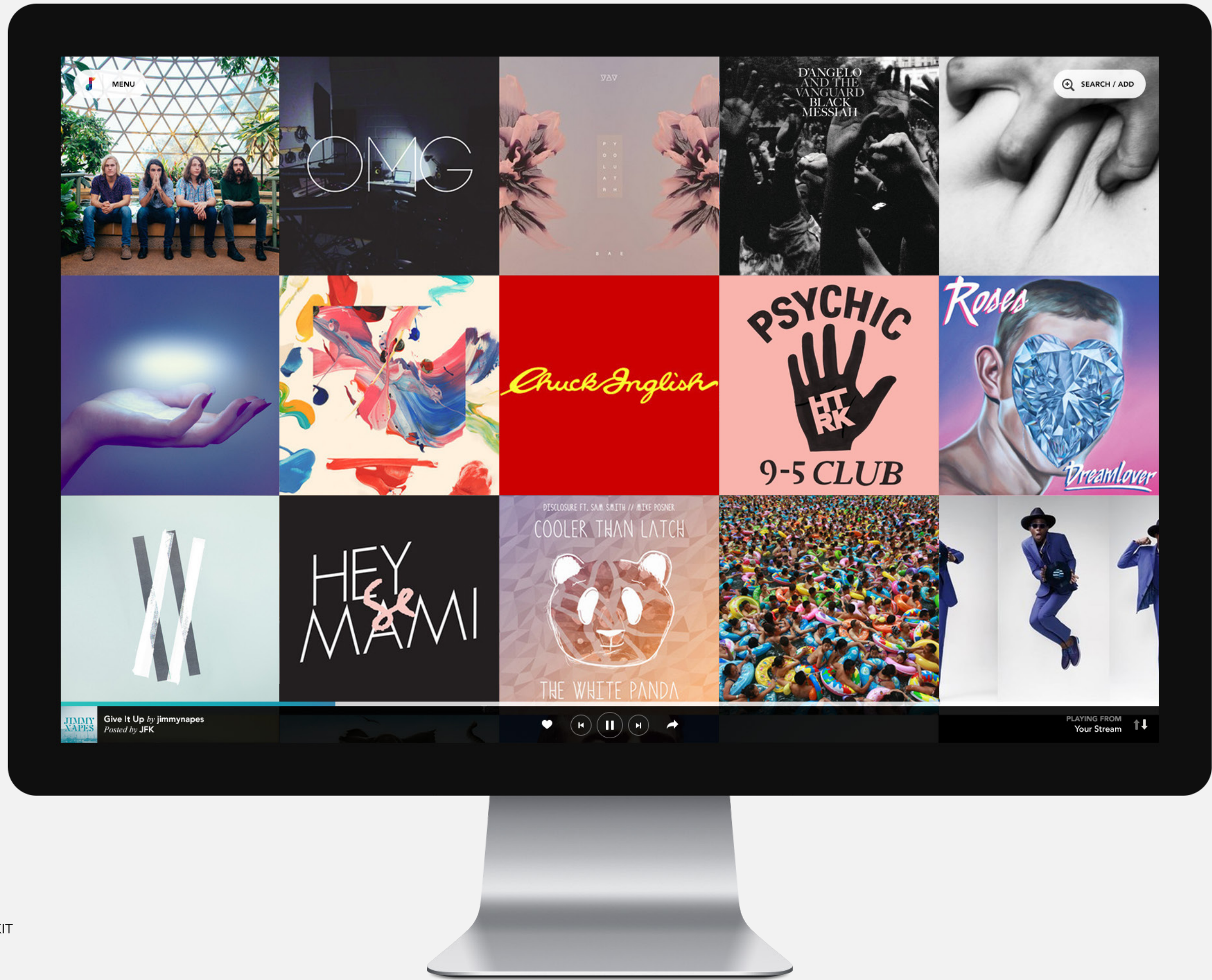


undrtone

PRESS KIT



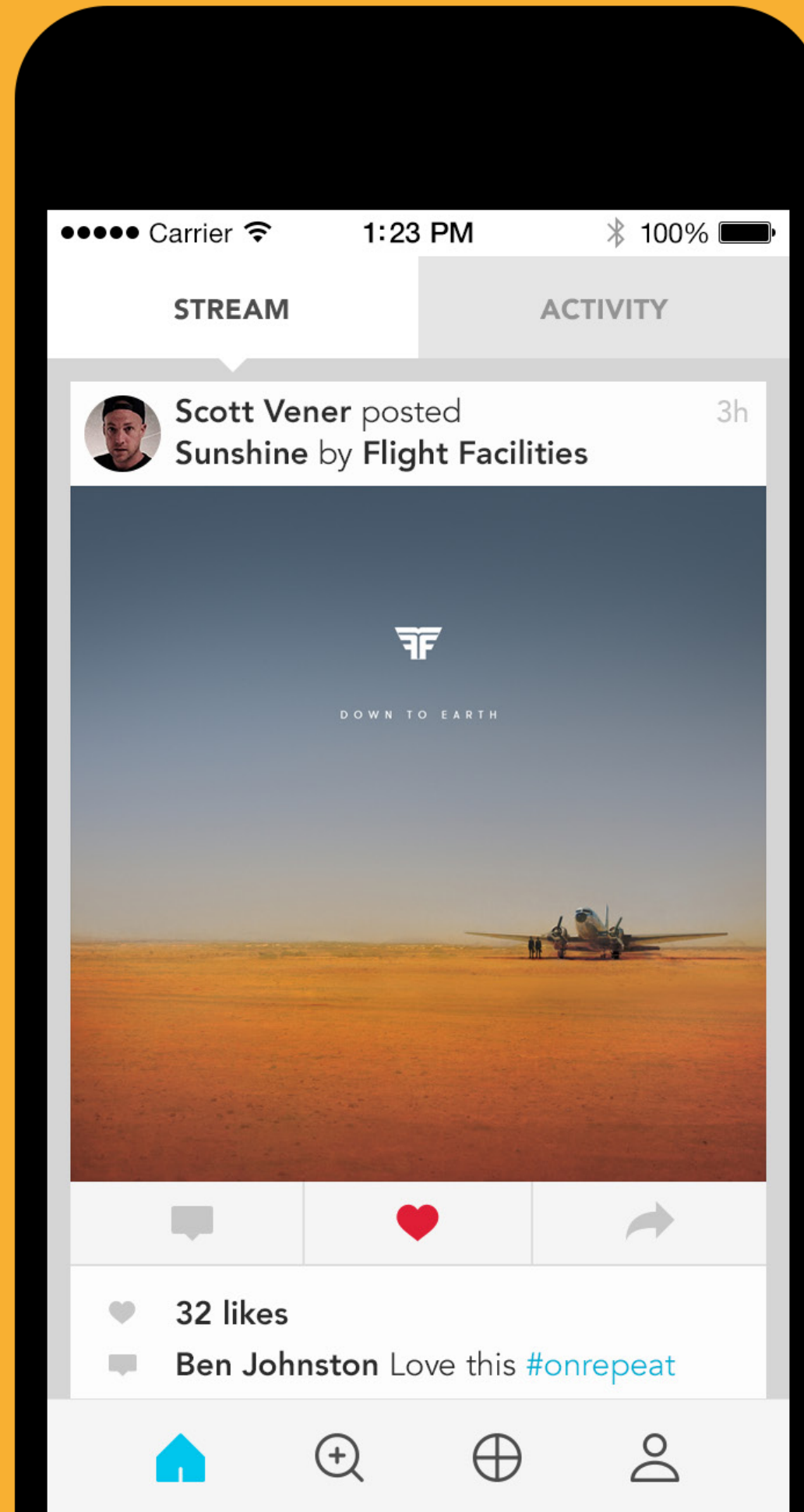
SHORT VERSION

*Undrtone lets you  
share and discover  
music you love.*

LONG VERSION

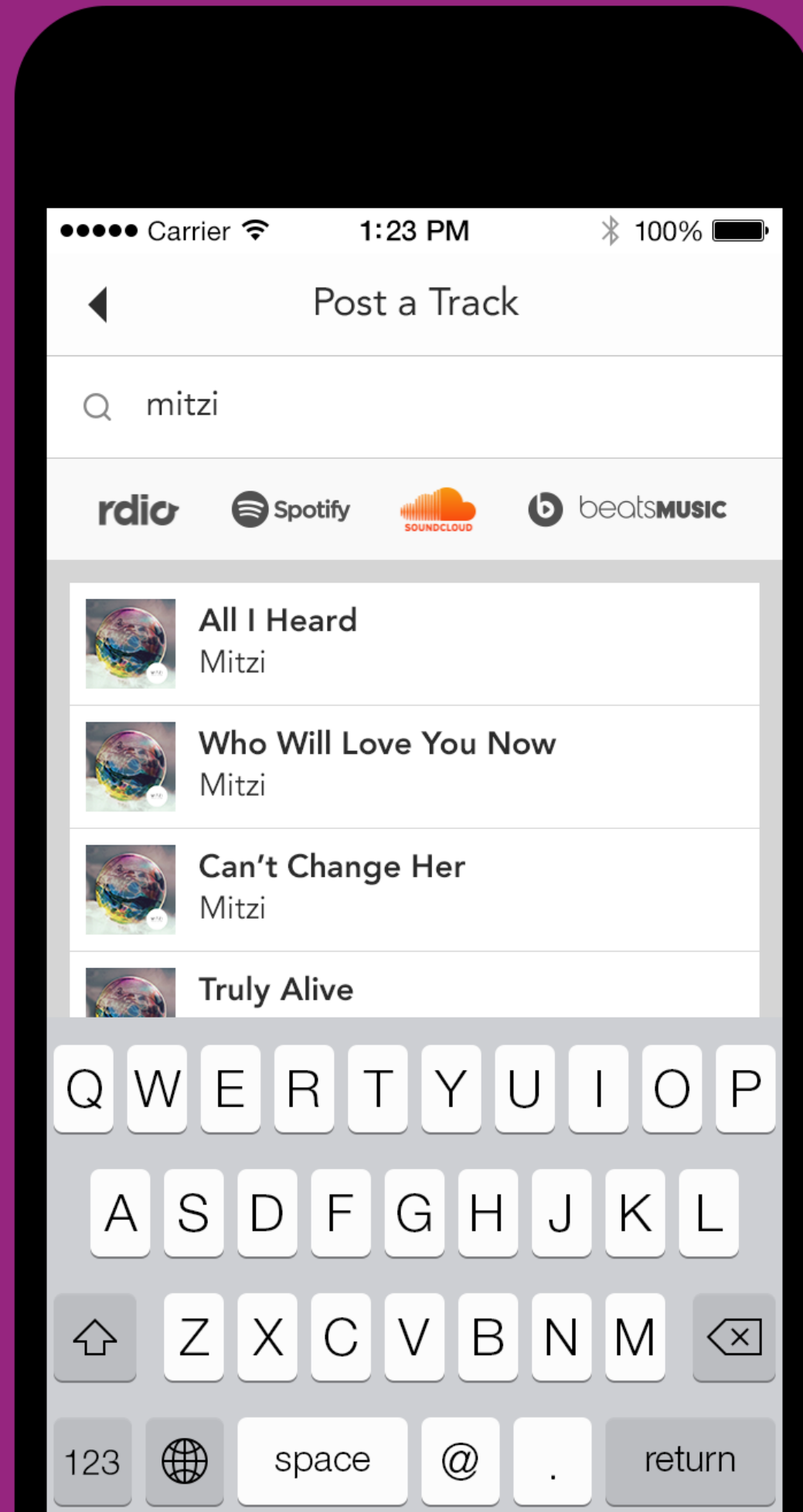
Undrtone is an iOS and desktop platform that lets anyone easily discover music. Hooking into Spotify, SoundCloud, Rdio and Beats, Undrtone uses the world's biggest cloud-based services to create a community around music. Undrtone is a never-ending stream of sounds curated for and by the user – enabling them to discover and share tunes with their friends, as well as follow tastemakers and artists they love.







## Creator Quotes



“From our learnings in music discovery and social algorithms, we found the most consistent way to come across tunes we love was recommendations from trusted friends and tastemakers. It’s that human element that no machine or algorithm can compete with. With Undrtone we’ve designed and built a reliable way to discover really good music. Consistently.”

**BEN JOHNSTON,**

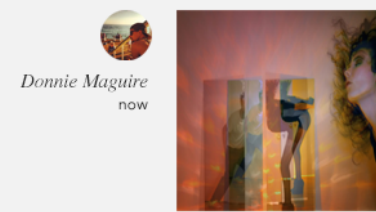
CO-FOUNDER, UNDRSTONE; JOSEPHMARK CEO

“Undrtone is about creating a landscape that encompasses a spectrum of genres, artists, songs and people that are relevant to the user. Each piece of music reveals a little bit more about who you are and what you like – forming a flowing picture of your musical world.”

**SCOTT VENER,**

CO-FOUNDER, UNDRSTONE; MUSIC CURATOR





### You're Always Good

by OOFJ

Donnie Maguire I always get excited for new music from these gents #bright #happy

[Comment](#)



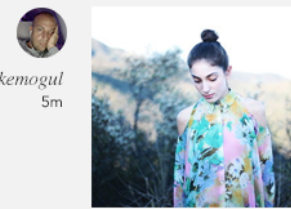
### Give It Up

by JIMMY NAPES

12 Likes

JFK Half of disclosure + mj blige's songwriter = fire fire fire

[3 more comments](#)



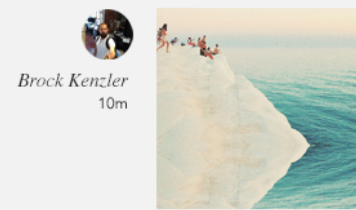
### Plateau

by R.E.L.MUSIC

Jake, Wim Cox

brokemogul Sleepy time feels, if I slept.

[7 more comments](#)

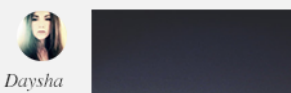


### Paper Suns

by ICELANDIA

10 Likes

[Comment](#)



### Young

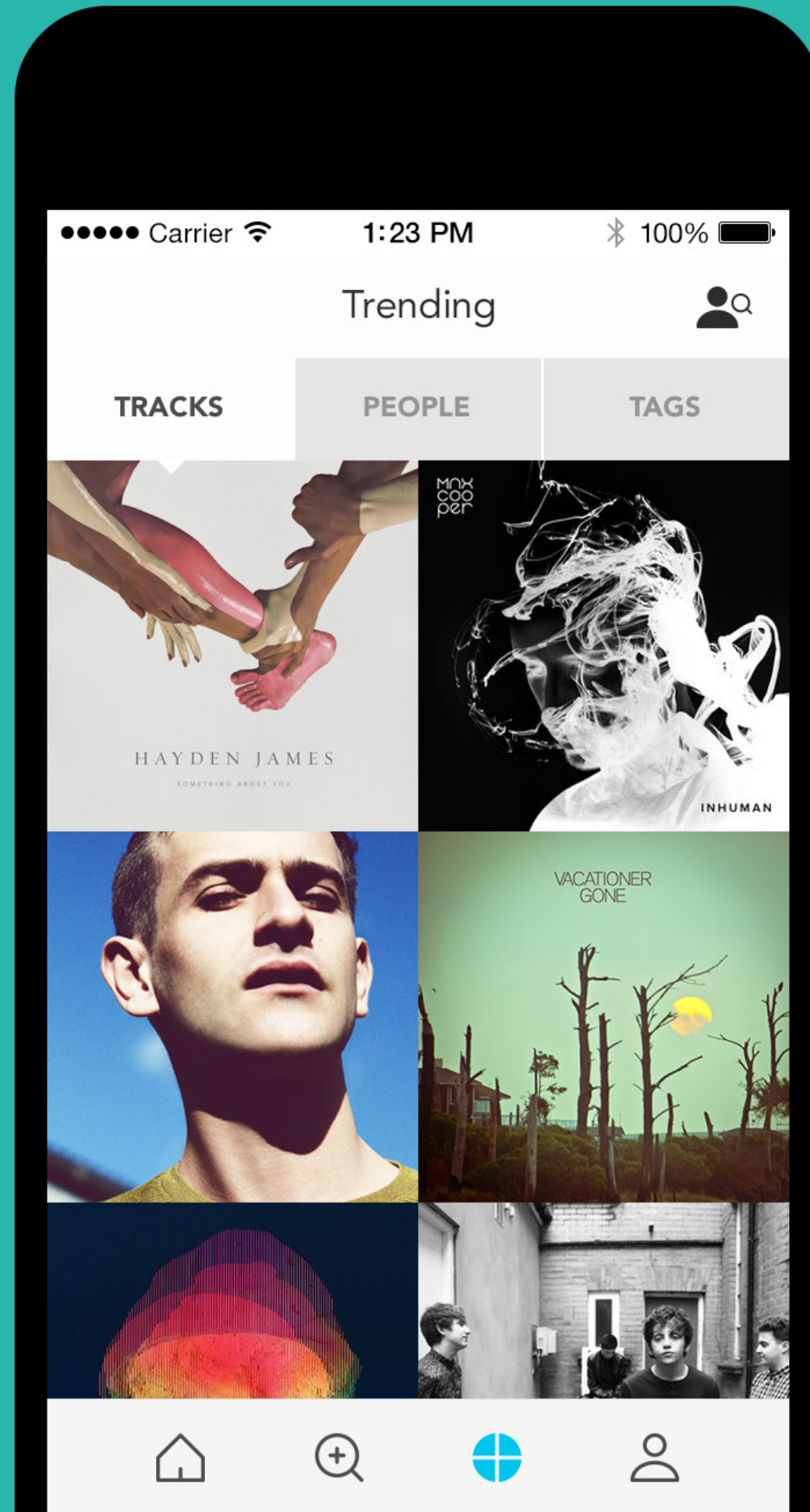
by VALLIS ALPS

Give It Up by jimmynapes  
Posted by JFK



PLAYING FROM  
Your Stream

## Benefits



WITH UNDRTONE, YOU CAN:

- Easily discover, share and listen to music for free.
- Connect to Rdio, Spotify, SoundCloud and Beats.
- See what tracks are trending around the globe.
- Follow fellow music lovers and their tastes.
- Listen to your stream anywhere, any time.
- Like tracks and automatically create playlists.





SEARCH / ADD



**Darrick Williams**

80 FOLLOWERS 26 FOLLOWING

d\_will\_yums • @D\_Will\_Yums

FOLLOWING

539 TRACKS

357 LIKES



Carrier 1:23 PM 100%

Profile



**Mitch Van Deurse**

216 FOLLOWERS 573 FOLLOWING

*Lover of the outdoors, travelling and awesome tunes*

@vandeurse  
www.vandeurse.com

News

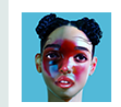
76 TRACKS

1436 LIKES



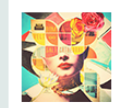
**Armour**  
Golden Fable

17h



**Give Up**  
FKA Twigs

1d



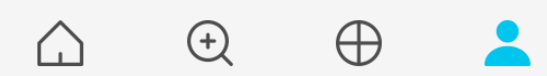
**Holy Soul**  
Salt Cathedral

1d



**Luxury**  
Profiles

1d





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FOUNDERS

Josephmark

Josephmark is a design ventures practice founded in 2004. The team specialises in creating digital products that are technically innovative and experientially beautiful – shaping the way people discover, interact and share online. Clients include: Interactive Media Holdings (the new Myspace), Digital Latin America, Minted, Spotify, Commonwealth Bank of Australia and Hash.

[josephmark.com.au](http://josephmark.com.au)

Scott Vener

Scott Vener is the entertainment industry's go-to musical mind – an acclaimed music curator known for his work on Entourage, 90210, How to Make It in America, Broken City and 2 Guns.



## Contact

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