

Audiolife: Indie Artists and Music Industry Pros Hail New On-Demand Technology as the Future of Promoting and Selling Music and Merchandise Online

LOS ANGELES, Calif., Jan. 28 (SEND2PRESS NEWSWIRE) – As the economy continues to spiral downward, and cost efficiency takes center stage with every industry from finance to fashion, the young entrepreneurs behind Audiolife (www.Audiolife.com) could not have chosen a better climate to launch their groundbreaking technology and web-platform specifically designed to empower artists to make money.



Not only does the solution fill a long-standing void in the music industry, but it also provides artists the opportunity to design, promote and sell their music and merchandise online with no up-front costs or physical inventory.

“A lot of companies come through my office trying to sell me on their latest distribution technology and websites,” remarked Kevin Lyman, President of 4Fini Inc., Founder Vans Warped Tour. “But Audiolife clearly offers the best, most comprehensive solution for unsigned artists and bands that need a means to monetize and distribute their music and merchandise.”

The Audiolife platform allows artists to:

- * Create their own virtual store with an unlimited number of downloads, ringtones, CDs and merchandise items.
- * Sell directly to fans on any website, blog or social network on the web.
- * Have one central place to design custom products and manage all e-commerce.
- * Easily buy high quality, affordable CDs and merchandise with no minimums for live shows and events.
- * Focus on making music while Audiolife handles all on-demand manufacturing,

distribution, customer service and accounting.

“Audiolife was built around the specific needs of artists,” remarked Brandon Hance, Founder and CEO of Audiolife. “We have spent over three years identifying the challenges artists have when trying to build their careers, and we have created a solution that integrates all of their needs into a single website that completely eliminates the need for start-up capital. Our goal is to create a middle class in the music industry by empowering artists and record labels with the necessary tools to make money in the new music business.”

After using Audiolife’s platform during private beta, Indie Band The Harm noted: “I don’t know why it took so long for music companies to leverage the internet. Before, it was such a hassle directing my fans to several different companies to purchase all our music and merchandise. Now we only go through Audiolife – and it’s so easy to use and cost-efficient, for both our band and our fans! Glad to see there’s finally a company catching on.”

About Audiolife

Audiolife (www.Audiolife.com) a division of Inhance Media, is an Artist Services Company founded in 2005 by USC graduates Brandon Hance, Aaron Wiener, and Nishit Rathod. Based in Los Angeles, California, the company is currently in public beta and continues their dedication to empowering artists through new technology solutions.

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News issued by: Audiolife and Inhance Media



Original Image: https://www.send2press.com/wire/images/09-0128-Audiolife_72dpi.jpg

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Original Story ID: (4659) :: 2009-01-0128-001

Original Keywords: Audiolife Inhance Media, indie music, indie artist, my space music, digital music, CD sales, music marketing, music industry, music technology, new media technology, new media music, Audio life, Brandon Hance Audiolife and Inhance Media