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## Launches New Web Site: [www.uPlaya.com](http://www.uPlaya.com)

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Ever written a song? Who hasn't, right? But how do you determine if it's any good, and how do you get it sold? Local entrepreneur and tech guru David Meredith has the answers, developed by his company, Music Intelligence Solutions, Inc., which launched the company's enhanced Web site last week, [uPlaya.com](http://uPlaya.com).

uPlaya.com introduces the next generation of music analysis and digital promotion for artists and labels globally so that no great song goes unheard again. "uPlaya democratizes the music industry by providing instant feedback on the hit potential of music for artists of all genres as well as enabling digital promotion services to increase marketing exposure across online communities such as Facebook and MySpace," according to Meredith, CEO of MIS/ uPlaya.

For a \$90 subscription, an artist can upload 15 songs in a six-month period to access the technology resources of the site.

"As major record labels pull back on promotion for new artists, uPlaya provides a needed service by shining a spotlight on the songs of talented musicians from around the world who benefit from an objective validation of their work," Meredith said.

"A strong Hit Potential Score coupled with uPlaya's viral marketing tools can help level the playing field for the millions of artists working hard to break out," added Meredith.

Artists evaluate their music by uploading it on the uPlaya Web site. The uPlaya service provides instant feedback on a song's potential for commercial success through the newly released version 3.0 of the patent-approved Hit Song Science™ and Music Universe™ technology, which applies mathematical algorithms to analyze the underlying patterns of music.

The company also announced last week that it has partnered with The Orchard, a publicly traded company (NASDAQ: ORCD), in a global licensing pact to promote Orchard-controlled songs from artists around the world. The Orchard is an entertainment services company with an exclusive music catalogue.

For songs that rank well on Hit Song Science by uPlaya.com, Orchard's leading sales and marketing team and global retail footprint will distribute the music to hundreds of leading digital and mobile retailers, including iTunes and Amazon.

"uPlaya bridges an important gap between the sheer volume of music available for sale or stream, a hungry global audience trying to find great new things to hear, and technological innovations that continue to bring the two closer together in innovative and efficient ways," according to Greg Scholl, president and CEO of The Orchard.

"With 12 million talented artists now on the Web needing help breaking through huge promotional barriers to get exposure, it is time for a change in the way artists get discovered and promote their music," said Meredith.

The Orchard is a full-service business partner for entertainment companies, music labels, recording artists and songwriters, film studios and producers. Founded in 1997, the company drives sales across its retail network of more than 600 digital storefronts and mobile carriers in 59 countries; headquartered in New York and London, it has operations in 27 markets around the world.



uPlaya will benefit established artists as well as new talent, Meredith believes. "Robert Lamm, legendary performing artist and songwriter with the iconic band Chicago and CEO of Blue Infinity Music told us, '(We) use the latest, most cutting-edge technology, like uPlaya, to find the audiences most likely to have the taste and craving for specific music qualities, be they melodic, groove centric or lyric-driven,' " said Meredith.

Regarding the ability of Hit Song Science™ to help artists experiment with new sounds, Lamm added, "Musicians tend to want to constantly move into uncharted waters musically, so having an idea of what may work, without completely baffling your audience, and based upon some science, brings a fresh objectivity to music projects."

As part of the site launch, uPlaya and American Songwriter are co-sponsoring the Music Universe™ Song Contest to provide additional marketing exposure for uPlaya artists. American Songwriter, in its 25th year of helping artists improve the craft of music, will interview and profile the contest-winning uPlaya artist on AmericanSongwriter.com.

The New York Times Magazine previously included Hit Song Science™ in its annual "Year in Ideas: Bright Notions, Bold Inventions" issue, and the Harvard Business School profiled Hit Song Science™ in a full case study that remains popular at top universities around the world.

Meredith is the former Senior Vice President for Verisign, and, since joining Music Intelligence, has moved software development and operations to Savannah.