



chordify®

Chordify company  
presentation 2013

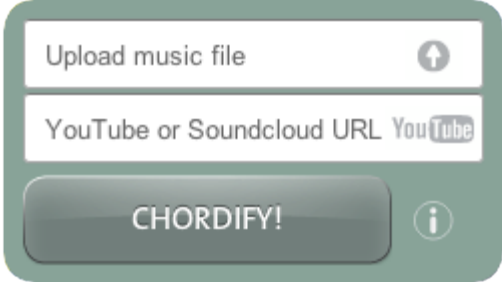
# Tune into chords

# Tune into chords

Chordify is a free online music service that transforms music into chords.

The dialogue shown on the right allows you to upload a music file or paste a SoundCloud or YouTube link in the URL field. Chordify will then automatically transcribe the chords from the supplied audio source and align them to the music in a simple and intuitive player.

Chordify is a cutting edge service for novice and trained musicians that makes state-of-the-art music technology available to the public at large.

A screenshot of the Chordify web interface. It features a dark green rounded rectangle containing two input fields. The first field is labeled 'Upload music file' with an upward arrow icon on the right. The second field is labeled 'YouTube or Soundcloud URL' with a 'YouTube' logo on the right. Below these fields is a large, dark green button with the text 'CHORDIFY!' in white. To the right of the button is a small circular icon with an 'i' inside, representing information.



# Simplexity

The Chordify website is made to look simple and easy to use, even though there is some complex technology behind Chordify. Chordify is built with state-of-the-art web development techniques, like HTML5 audio.

Behind the scenes, the website uses the sonic annotator for extraction of audio features. These features consist of the downbeat positions and the tonal content of a piece of music. Next, the Haskell program HarmTrace then takes these features and computes the chords.

For this, HarmTrace uses a model of Western tonal harmony to aid in the chord selection. At beat

positions where the audio matches a particular chord well, this chord is used in final transcription. However, in case there is uncertainty about the sounding chords at a specific position in the song, the HarmTrace harmony model will select the correct chords based on the rules of tonal harmony.

Chordify fosters open-source software. Not only do we use open-source software packages like GHC, PHP, SoX, sonic annotator, MongoDB, but we also give back a large share of the in-house developed technology to the music information retrieval research community via open-source software projects like HarmTrace and scientific publications.

# Planned features



piano diagrams



pdf export  
midi export



time stretching &  
chord transposing



buy your favorite song on Itunes,  
7digital and other platforms



tagging & categorising songs



Allow users to edit the transcript manually

# Chordify in numbers

numbers from our August 2013 statistics

975.000+ visitors  
per month

735.000+ unique visitors  
per month

1.850.000+ pageviews  
per month

420.000 +  
Chordified songs

45.000 +  
Personal accounts



# Advertising

Bands are being heard. Brands are being seen. While conventional advertising methods are often experienced as intrusive, our website content and advertisements complement each other and add value. It's a win-win situation that has proven to result in a high click-through rate.







the Black Atlantic

# Premium

Premium accounts gives the user access to extra features such as pdf export, midi export, time stretching, chord transposing, tagging & categorising songs and allowing users to edit the transcript manually.



# Mobile App

Chordify will be optimised for mobile and cross platform use. Creating a mobile app for Chordify will improve the user experience and enlarge our potential users group.

# The team

Chordify has carefully assembled a group of people that would form a coherent and comprehensive team with five experts on all the required fields. Chordify is officially registered in Groningen, the Netherlands.



**Bas de Haas**

Co-founder at Chordify, postdoctoral researcher at Utrecht University (NL). After & during his PhD research on music information retrieval, Bas brought together a group of other music enthusiasts to create Chordify.



**Dion ten Heggeler**

Co-founder at Chordify, communication designer and co-owner of People Like Frank, Groningen (NL). He is responsible for the design and strategic communication at Chordify.



**Gijs Bekenkamp**

Co-founder at Chordify, communication designer and co-owner of People Like Frank, Groningen (NL). He is responsible for the design and strategic communication at Chordify.



**José Pedro Magalhães**

Co-founder at Chordify, postdoctoral researcher at the University of Oxford (UK). He works mostly in programming language design and implementation, especially in Haskell. He's responsible for the backend of Chordify, together with Bas.



**Tijmen Ruizendaal**

Co-founder at Chordify, frontend developer at Distimo, Utrecht (NL). He's responsible for the frontend of Chordify and works tightly with both the backend team and the designers.

# chordify®

