



Press Release

Launch of the app klaep for worldwide music collaborations

Freiburg, Germany, 10/24/2022

On October 28, 2022, the startup klaep launches the identically named social music app, which enables musicians to make music together in an easy, fair and geographically independent way. After 1.5 years of development, musicians can use the klaep app to network, exchange ideas and make music worldwide.

klaep is a fair-to-use social music app for musicians and singers, in which every user can record, edit and publish their own musical ideas (Jam) and collaborate time-shifted with other users worldwide in split-screen videos (ReJam). All published compositions can be viewed, commented and rated, so that pure music listeners also enjoy added value.

In addition to video filters, audio filters can be used directly in the app – everything fast and easy just using a smartphone without any special technical knowledge or external equipment. This way, klaep users can make music free of charge with friends, colleagues or other musicians from all over the world, expand their own skills and gather inspiration. klaep is an exciting app for music lovers to discover new content and talents as well as to have a lot of fun.

klaep has been developed by Tobias Lygren and Philip Haberstroh from Freiburg, Germany, who have been passionately making music together since childhood days. With klaep, they are committed to fair conditions for musicians, e.g. by diligently reporting covers to the respective institutions, so that authors are being paid for their work and, in the future, they will also be able to earn money with their videos directly in the app as part of User2User Donations ("Digitization of Street Music"). In October 2020, the idea of the app was born, just over a year later the alpha version was released and shortly after that the beta version. After winning prizes, such as the IDEENSTARK award for actors in the cultural and creative industries presented by the state of Baden-Württemberg, the official launch of the app follows on October 28, 2022.

App store links:

Apple: <https://link.klaep.app/9qt2>

Google: <https://link.klaep.app/GCBe>

Website: <https://www.klaep.com/>

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Company portrait:

The Bobbele Ideas GmbH was founded in June 2021 by the two friends Tobias Lygren and Philip Haberstroh in Freiburg, Germany. Philip Haberstroh and Tobias Lygren are musicians at heart and have known each other since the fifth grade. After studying computer science, audio engineering and business administration as well as several professional years in Berlin, Hamburg, Munich, Karlsruhe, Luxembourg and Silicon Valley, they found their way back to Freiburg and started klaep.