



Indiegogo Campaign Launched to Support the Public Release of Selekteer, the Ultimate Music Curation

Selekteer works to deliver a smart music selection that associates with an individual's taste through social curation.



PARIS, France –Selekteer is an advanced social media tool for music enthusiasts. A beta version has been created, which is available by invitation to innovators who support the Indiegogo crowdfunding campaign. In order to put the powerful music recommendation tool into the public's hands, the company requires support. A fundraising goal of €75,000 has been set in order to complete the online music curator and to make it free and accessible for everyone. The deadline for the project is December, 10, 2013.

Selekteer is a powerful music recommendation platform that incorporates Deezer, one of the most popular music streaming services. Individuals can be linked to experts who share the same tastes. In this digital age, there is an abundance of musical choices available. Music fans are looking for a reliable source that can filter all the choices and provide the most fitting recommendations. The music timeline provides individuals with a personal list of suggested music based on recommendations of the user's favorite reviewers. Also displayed on the website is the basic reliable information most are interested in, including the best albums of the week, the best of for each genre and style (sub-genre), and the best reviewers of the week. The interface of the website is easy to understand and simple to search through.

Reviews and ratings are placed on Selekteer by music fans that have social expertise. Reviewers are termed "Selekteers" and are expected to write in a professional manner. Each contribution must include a minimum of 300 signs. The reviews are linked to the author's profile and can be evaluated by users. From these evaluations, and other data collected by Selekteer, each contributor's reputation is calculated and they are given a rating called their "Karma" factor.

Basic features have been developed for Selekteer and are accessible for use in the beta version. With the funding raised through the crowdfunding campaign, the company will work toward the public release of the website including marketing, promo expenses, and website hosting. Monies raised will also be utilized to develop main features and priority features. They are open to suggestions from beta users. While Selekteer already incorporates many smart features, the company is interested in creating even more.

To view and support the Indiegogo campaign, "Selekteer: The Ultimate Music Curation on the Web," visit <http://www.indiegogo.com/projects/selekteer-the-ultimate-music-curation-on-the-web>.

About Selekteer:

Selekteer was founded in 2011 by French music professional Christophe Soulard. With a vast resume in the music business for over 20 years, Soulard brings his expertise to the digital music world and presents a smart network for the future. The company is located in the heart of MILA, the independent music labels center in France. Plans are in operation to open the network to the public in the beginning of 2014.

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About L&C:

Crowdfund promotion & Consulting company. Bring visibility, traffic and popularity to your crowdfund campaign.

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