

StereoPill

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STEREOPILL EMPOWERS YOUR GUESTS AND IMPROVES YOUR PARTY.

Music Insight application gives guests the opportunity to recommend songs for an event ahead of time.

New York, New York – October 20, 2011 – Web based application StereoPill launched Fall 2011, offering event planners and party organizers the ability to crowd source their guest's music taste prior to the event. By empowering guests to vote on the songs they want to hear, StereoPill supplies DJ's, event planners, and organizers with valuable insight into the collective consciousness of the attendees.

StereoPill was created by Ari Rosenfield, a noted New York and Boston based DJ who has spun at hundreds weddings and large events; Wells Riley, the founder of Bionic Hippo, an interactive design and development agency from Boston; and Greg Santos, a Boston-based attorney, who specializes in software startups.

“As a DJ, my first priority is to make my clients happy,” said Rosenfield, “however, the music they like might greatly differ from the music their friends and guests want to dance to. StereoPill acts as the middleman, by empowering the party goers with choices, and empowering the organizer with valuable information.”

StereoPill is an application that can be used with Facebook, or as a click-through from a website or event page. Depending on the package the organizer purchased, guests can select between five and fifteen song selections, as well as vote on the songs that have already been picked.

StereoPill is now available and offers a dynamic new way to understand and engage guests in a way that ensures that dance floors stay packed.

For more information about StereoPill, please visit StereoPill.com

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