



ItchyClips.

ItchyClips.com takes electronic music sales into the 21st century. After 100 years of selling stereo audio files, ItchyClips offers consumers the song as a collection of building blocks. Imagine combining the drums, basses, and other instruments of your favorite artists in your own compositions. Remix culture will never be the same.

Pad2	SoundFX	FX2
<input checked="" type="checkbox"/> Rich Detune	<input checked="" type="checkbox"/> OuterSpace	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/> String Echo	<input checked="" type="checkbox"/> Guitar-Ish1
<input type="checkbox"/> FC-Spice	<input type="checkbox"/> IDM MeloDr	<input checked="" type="checkbox"/> Guitar-Ish2
<input type="checkbox"/> Descending	<input type="checkbox"/> IDM MeloBr	<input checked="" type="checkbox"/> Acid Org1
<input type="checkbox"/> Pad Echo	<input type="checkbox"/>	<input type="checkbox"/>

the product

The Scratchpack is an 8x5 grid of audio clips in Ableton Live's "session view" screen, but may also include Sampler Instruments, automation events or even Max4Live-based custom instruments. Scratchpacks can be configured as studio tools, or ready-to-rock in a live show.



the market.

Studio producers, live performers and dedicated fans will all be interested in the intimate details of how music is constructed. Even DJs using Serato Scratch and Ableton Live will be able to drop Live tracks in a set. Future formats will include NI Kontakt, Apple Loops, and REX.



profit potential.

Record labels and artists have seen record sale profits declining, with MP3-sales failing to replace that income. Selling Scratchpacks offers a new income stream with a higher profit margin. All Scratchpacks will sell for €5 with 60% returning to the label.



get involved.

We realize not everybody has the time or technical expertise to create their own Scratchpacks. Therefore, we are now accepting mixes as individual audio files to be converted into scratchpacks, for a small fee against future royalties.

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