

FOR IMMEDIATE RELEASE

New SingTrue iPhone app teaches even the "tone deaf" to sing in tune

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London, England, 21st October 2014. A new iPhone app called *SingTrue™* released today promises to teach anybody to sing in tune accurately and reliably - even if they think they are "tone deaf". The app has been developed by London-based music education technology company Easy Ear Training, following their successful Tone Deaf Test project which showed that just 2% of people are truly tone deaf. With the new SingTrue app the company hopes to reach the other 98%, show them that they are musical after all, and help them discover their voice to become a confident singer.

Over 40,000 people have taken the Tone Deaf Test (<http://tonedeafest.com>) on the web or with the free iOS app. Unlike previous tone deafness tests which actually tested more sophisticated musical skills, this test focuses solely on the question: are your ears working correctly when it comes to pitch? If somebody passes the test they can be confident that they have what it takes to take up an instrument or learn to sing in tune.

Now, to provide the next step for test graduates, Easy Ear Training has developed the SingTrue app which begins from this basic beginner stage and leads the user through developing increasingly sophisticated musical abilities. SingTrue features over 30 interactive exercises, designed to develop the user's ears, mind and voice for music. Using the iPhone microphone it listens to you sing, analyses your pitch, and gives personalised feedback to help you improve. With each exercise you earn points, building up a profile of your abilities and allowing you to see clearly the progress you have made and where there is still room for improvement.

The app underwent a full month of testing with users to ensure it was fun and easy to use, and truly effective for learning. One of these users reported "*I'm really impressed with this app. A step outside the box, a different way of thinking. It's a portable singing teacher. Awesome!*" and another described it saying "*It's as addictive as any game, I wanted to keep going through all the levels!*"

Easy Ear Training founder Christopher Sutton said "*The recent growth in community choirs around the UK and the popularity of TV programmes like the X-Factor and The Voice show that there is huge public interest in singing. However many people feel excluded from singing themselves, often due to negative comments or bad childhood experiences. With SingTrue we're excited to prove that anybody who wants to can in fact become a capable, confident, natural singer.*"

SingTrue will be released in the iTunes App Store on Tuesday 21st October 2014. To help as many people as possible to become singers, the app will be made available for free with the advanced exercises offered as in-app purchases. Easy Ear Training is also offering the complete app for free to all music educators (details available at <http://www.easyeartraining.com/teachers/singtrue/>).

For more information, including a full press pack and preview video, please visit <http://singtrue.co> or contact Easy Ear Training directly by email info@easyeartraining.com or telephone +447932036535.

About Easy Ear Training

Easy Ear Training, Ltd is a United Kingdom based music education technology company. Founded in December 2009 by owner and Director Christopher Sutton, a lifelong musician and a graduate of Gonville and Caius College (Cambridge University) with a degree in Computer Science as well as a graduate of the University of London with a Masters Degree in Digital Music, Easy Ear Training is the premier source for modern musical ear training.

Dedicated to helping artists realise their full musical potential, Easy Ear Training provides products such as iPhone apps, audio-enhanced eBooks, MP3 training albums, and online courses, which all harness the latest technology to make it easy and fun for musicians to develop their musical ear. Their apps have been featured in magazines and chosen by Apple for the front page of the App Store, and their educational eBooks have been positively reviewed by music educators around the world. The company's website at EasyEarTraining.com is visited by over 20,000 musicians each month, serving as a vital resource for all those who use modern technology to revolutionise the process of improving their skills and optimising their musical abilities.