



**Streaming, reinvented for classical music.**

## **IDAGIO becomes one of the first free apps made available to Apple Watch users globally**

**Users can enjoy classical music through the independent Apple Watch app**

BERLIN, September 11, 2019 - Leading streaming service for classical music, IDAGIO, is the first classical music streaming service offering an independent Apple Watch app. The independent IDAGIO Apple Watch app was built to bring seamless, one-click access to classical music. IDAGIO's mission is to enrich people's lives through classical music and use technology to open the genre to people around the world. The app gives every user the ability to listen to classical music for free, offering remote streaming on the go, with no login or sign in required. The IDAGIO Apple Watch app is designed to simplify music selection by matching sets of playlists with moods and offering curated content for each listener without needing to use their phone.

The IDAGIO Apple Watch app offers **three main features** creating an easy-access listening experience:

**Discover:** With just one click, users have access to instant playback of recommended tracks from the IDAGIO catalogue.

**Mood:** The Mood feature lets users select how they feel – for example Relaxed, Powerful, Peaceful, Happy, Gentle or Excited – and the app plays music to compliment their mindset.

**Curated:** Selected playlists – such as Daily Reflection, Piano Party, Ocean Escape and more – are available to match a range of activities, from meditating to working out.

The IDAGIO Apple Watch app will be one of the very first free apps that will be available on the independent Apple Watch App Store with the launch of *watchOS 6* on 19 September 2019.

### **About IDAGIO**

IDAGIO is the leading streaming service for classical music. Crafted in Berlin by a world-class team of over 80 passionate experts in music, technology, business and design, IDAGIO offers a search tailor-made for classical music, a catalogue of over 2 million licensed tracks, and exclusive recordings and playlists – all available in CD-quality sound (FLAC). IDAGIO has subscribers in over 190 countries and the app has been downloaded more than 1.5 million times worldwide. The company is managed by founder Till Janczukowicz and co-founder Christoph Lange. Together the duo combines long experience of the classical world with first-rate expertise in streaming technology.

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