

FOR IMMEDIATE RELEASE



***Beatport launches “Beatport Sounds” Offering Signature Sound Packs and Exclusive Samples from the World’s Leading Producers***

**LONDON & BERLIN - May 12th, 2022 - Beatport**, the global leader of music for DJs, producers, and their fans, announced today the launch of the **Beatport Sounds** imprint - a return to offering audio content from inspiring producers for producers, with all content exclusive to Loopcloud.

With the introduction of the Beatport Sounds sample pack imprint, Beatport will promote exclusive Loopcloud sample packs to their global audience via the Beatport store and dedicated marketing campaigns focusing on the most respected and up-and-coming producers across different electronic music genres. In addition, Beatport will also launch a series of dedicated genre packs in the most popular genres on the Beatport.

Each month a new artist pack will be released, and May kicks off with “techno fundamentals” by Slovenian techno DJ and producer UMEK - one of the all time best selling techno artists on Beatport. The launch also includes sample packs from classic artists including: Steve Lawler, DJ Krust, object blue, Anastasia Kristensen and Marshall Jefferson. These musical pioneers represent a diverse set of genres from tech house and house, to drum & bass and electronica.

“We’re excited about the launch of Beatport Sounds and to be working closely with such a diverse group of artists on sample packs that reflect their unique voice as a producer across so many genres”, says Heiko Hoffmann, Vice President of Global Artist Services. “In addition we also give an inside look into their production process and approach to sampling through videos and Beatportal articles. We hope the sample packs inspire many creators in their own music making.”

Rooted in Loopmaster's 20-year-long mission to collect the highest-quality sound content, Loopcloud is more than a sample library. It's a software application and website that allows you to search an award-winning catalogue of more than four million royalty-free sounds and loops that can seamlessly synchronize with your DAW in real-time. In addition, a Loopcloud subscription comes with a suite of instrument plugins that allow you to audition, loop, chop, pitch, and affect these sounds in new and unique ways. Beatport purchased Loopmasters, and their popular Loopcloud subscription service, in December of 2020 and continues to integrate

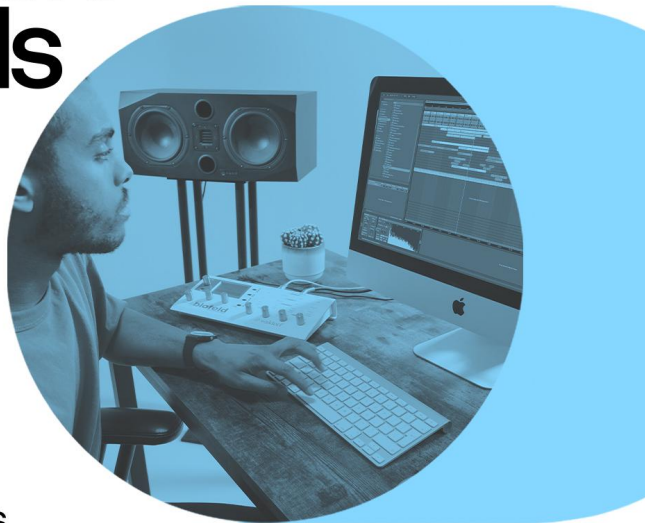
the product into its global ecosystem of creators. Learn more [here](#).

Beatport Sounds content can be accessed sample by sample as part of the Loopcloud subscription, and full packs can also be purchased entirely from the Loopcloud application and website.

Start exploring [Beatport Sounds](#) and find the samples your productions have been looking for.

## Artwork

# Beatport Sounds



Exclusive sounds  
—— from our leading producers.

### **About The Beatport Group:**

The Beatport Group is the worldwide home of music for DJs, producers, and their fans. Founded in 2004, the The Beatport Group of companies includes Beatport, the preeminent store for electronic music DJs, Beatsource for the open-format DJ community, [Loopmasters](#), [Loopcloud](#) and for music producers, and Beatport Media Group for brands and fans of DJ culture. The Beatport Group's portfolio of products includes an array of high-quality audio solutions to choose from, including: full song downloads, exclusive content from leading labels, a streaming music service seamlessly integrated into DJ software and hardware (LINK) and exclusive sound packs and plugins. All of the content is expertly curated on a weekly basis by a global team that helps define DJ culture. Beatport has offices in Berlin, Brighton, Denver and Los Angeles. Follow us on [Twitch](#), [Facebook](#) and [Twitter](#), and [Instagram](#).

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