QWIRE, CLOUD PLATFORM FOR STREAMLINING MUSIC-TO-PICTURE WORKFLOW, RAISES $2.5 MILLION; LICENSED BY ABC STUDIOS

Composer-Led Company Completes Initial Funding Round, Following Early Adoption by Network Studios for Shows Including "Once Upon A Time," "The Muppets," and "Parenthood"

NEW YORK/LOS ANGELES: Qwire, a cloud platform for managing, scoring and licensing music to picture, announced that it has raised $2.5 million in its initial funding round, with participation from a group of private investors. The funding coincides with an announcement that ABC Studios has licensed Qwire for use by its TV series.

Qwire's co-founders are Scott Freiman, a music technologist who previously co-founded the software company Credit Management Solutions (CMSI), which was acquired in a multi-million dollar deal after a successful IPO; prolific TV and film composer Leigh Roberts; and three-time Emmy-nominated composer Jon Ehrlich.

Qwire is a suite of integrated modules that simplifies, consolidates, and streamlines a wide range of tasks and interactions for everyone involved with music and picture, across all stages of production, as well as music clearance and administration. Qwire facilitates successful collaboration among picture editors and post producers, music supervisors and clearance, composers, music editors, and production studios.

By effortlessly capturing and managing critical data and ideas, Qwire creates a dynamic, interactive editorial continuity, streamlines music licensing, enables picture-integrated spotting and auditioning, and manages and tracks real-time budgets. In addition, Qwire automates cue sheet preparation and delivery.

Since its introduction in 2014, Qwire has seen quick adoption by leading TV series and films. Following successful trial runs on shows including "Parenthood," "About A Boy" and "Galavant", ABC Studios is utilizing Qwire on a slate of TV series for the upcoming season.

Other network and cable series that are using Qwire include "CSI: Crime Scene Investigation," "Girlfriends' Guide to Divorce," "American Crime," "Blood and Oil," and many more.

"More content is being created than ever before, while production costs continue to rise," says Scott Freiman, Co-Founder of Qwire. "As a result, studios must be as cost-effective as possible in every phase of production. Qwire helps content creators stay in 'creative mode,' while saving time and money."

###

About Qwire:

Qwire is a cloud-based collaboration tool that streamlines music-to-picture workflow. Created and developed alongside media production professionals and production studios, Qwire simplifies communication across all aspects of production including pre-production, production, post, and music clearance and administration. It is used by picture editors and post producers, music supervisors and clearance, composers, music editors, and production studios for leading TV series and films.

For more information, please visit www.qwire.com.