

QWIREMUSIC 2.0 LAUNCHES: CLOUD PLATFORM FOR STREAMLINING MUSIC-TO-PICTURE INTRODUCES NEW FEATURES FOR COLLABORATION, LICENSING & CUE SHEETS

*Expanding User Base Informs Comprehensive Update,
Which Also Includes New Interface, Windows PC Compatibility, & More*

NEW YORK/LOS ANGELES: [Qwire](#), a provider of cloud-based tools for managing scoring and licensing music to picture, has announced the launch of qwireMusic 2.0. This new version significantly expands the collaboration, licensing, and cue sheet capabilities of qwireMusic, which has been further enhanced by a highly intuitive new user interface and support for Windows OS.

Many new features of qwireMusic 2.0 were developed to address feedback from the platform's growing user base of content creators. Since qwireMusic's introduction in 2014, it has been chosen by an increasing number of TV series and films. qwireMusic 2.0 has been used by music supervisors, composers, picture editors, and music editors on over forty productions so far in 2016, including *Animal Kingdom* (TNT), *Animals* (HBO), *Casual* (Hulu), *CSI: Cyber* (CBS), *Fargo* (FX), *Guilt* (Freeform), *Harley and the Davidsons* (Discovery), *How to Get Away With Murder* (ABC), *People of Earth* (TBS), *Pitch* (Fox), *The Score* (Vice), *Shameless* (Showtime), *Teen Wolf* (MTV), *This Is Us* (NBC), and *Z: The Beginning of Everything* (Amazon).

"Having everyone in the know on every cue ever put in a show saves a huge amount of time," says Patrick Ward, Post Producer for the popular series *Parenthood*, *The West Wing*, and *Pure Genius*. "With qwireMusic I spend about a tenth of the time that I used to disseminating cue information to different places and entities."

"qwireMusic dramatically increases productivity and efficiency," adds Tricia Halloran, Music Supervisor for the TV series *Harley and the Davidsons*, *Casual*, and *The X-Files*. "Quote requests now go out in seconds, and previously tedious confirmation letters are breezy with qwireMusic. I spend more time on the creative part of the project and less on the paperwork."

qwireMusic 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 post-production, as well as music clearance and administration. qwireMusic facilitates successful collaboration among picture editors and post producers, music supervisors and clearance, composers, music editors, and production studios.

Highlights of qwireMusic 2.0 include:

- **Presentations** — Presentations allow music cues and songs to be shared between music providers (like supervisors and composers) and their clients (like picture editors, studio music departments, directors and producers).

With Presentations, selected music is synced to video, where viewers can independently adjust the balance between music and dialogue, adding comments on each track. The

time-saving efficiency of this powerful tool centralizes the music sharing and review process, eliminating the need for the confusing array of Quicktimes, Web links, emails, and unsecured FTP sites that often accompany post production.

- **Real-time licensing status** — With qwireMusic 2.0, music supervisors can now easily audition music, generate request letters, and share potential songs with anyone who needs to review them.

When the music supervisor receives a quote approval, the picture editor and music editor are notified and the studio music budget is updated, instantly and seamlessly. In addition, problem songs can be instantly flagged. As with the original version of qwireMusic, request letters can be generated and emailed in one step with project-specific letterhead and signatures.

- **Electronic Cue Sheets** — With qwireMusic’s “visual cue sheet,” users can review all of the information in a cue sheet displayed alongside the final picture lock. The cue sheet is automatically populated from data already entered in qwireMusic by the composer, music supervisor, and music editor. Any errors or missing information are flagged. When the review is complete, a single button submits the cue sheet electronically to ASCAP and BMI.

qwireMusic 2.0 also benefits from a completely revamped user interface, which is more intuitive and easier to read. A wealth of additional user suggestions have been implemented throughout, including marker import of scenes from the Avid for post, Excel export functions for all important forms and reports, full compatibility with Windows OS, expanded file sharing options, and more.

“With its proven ability to save time and money while enabling creativity, qwireMusic has proven invaluable for a growing number of studios and media production professionals,” says Scott Freiman, Co-Founder of Qwire. “qwireMusic 2.0 makes this cloud-based collaboration tool more intuitive, responsive, and comprehensive than ever before.”

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About Qwire:

Qwire is the creator of qwireMusic, a cloud-based collaboration tool that streamlines music-to-picture workflow. Created and developed alongside media production professionals and production studios, qwireMusic 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.