

FOR RELEASE:
May 2015

MEDIA CONTACT: Lori Hagopian
lhagopian@halleonard.com
414-479-8406

Hal Leonard Acquires Tunessence

Publishing Giant Tunes In to Unique New Music Learning Software

MILWAUKEE – The world’s largest music print publisher and e-content provider has a new tool in its technology belt. Today Hal Leonard Corporation has announced that it has acquired Tunessence.

Founded in 2012 by recent Carnegie Mellon graduates, Tunessence operates a web-based platform for interactive music lessons. The software synchronizes audio and video assets with music notation, providing a follow-along marker, looping, and tempo control.

“Tunessence has made it easier for aspiring musicians to learn how to play their favorite music online,” said Alexander Soto, co-founder of Tunessence. “With Hal Leonard’s vast library and expertise creating music lessons, we’ll be able to continue that mission on a larger scale.”

Hal Leonard will use Tunessence’s technology for many of its websites and upcoming digital initiatives, across all of its editorial divisions.

Hal Leonard Executive Vice President Jeff Schroedl says, “Our GuitarInstructor.com website was in the midst of a major revamp, and Tunessence proved to be a first-class, tech savvy solution for taking this site to the next level. Tunessence will be debuted within GuitarInstructor and included in many other Hal Leonard projects moving forward.”

Chris Koszuta, product manager for Hal Leonard digital media, adds, “Tunessence uses the latest HTML5 technology and it’s auto-responsive. These two elements alone will ensure that these interactive lessons are accessible and enjoyable across all devices, including smart phones, tablets and computers.”

Tunessence Co-Founder Matthew Bauch comments, “We hoped to help a new generation of practicing musicians with Tunessence. Hal Leonard is the perfect company to team with to make our vision come true. We’re excited to see what lies ahead.”

Click [here](#) to see a demonstration of Tunessence in action. For more information, please contact www.halleonard.com.

[About Hal Leonard Corporation](#)

Founded in 1947, [Hal Leonard Corporation](#) is the world's largest music print publisher and digital content provider, producing songbooks, sheet music, educational publications, reference books, DVDs, magazines, eBooks, digital sheet music, apps and more.

The company is also a major distributor of music technology products, selling and marketing the most popular software, hard goods and accessories available today, to musicians and recording enthusiasts around the world.

In its more than 200,000 available publications and products, Hal Leonard represents many of the world's best known and most respected publishers, artists, songwriters, arrangers and manufacturers. The company is headquartered in Milwaukee, WI and also has domestic offices in Winona, MN; New York; Nashville; and Boston, and offices abroad in Australia, Belgium, China, Germany, Holland, Italy, Switzerland and the United Kingdom.