

Eyegroove Raises \$1.25M and Launches Instant Music Video App, Riding Fan Video Phenomenon

The Eyegroove app is simple, yet groundbreaking: stream a song, record video, add instant interactive effects, and you've created a Groove.

San Francisco, CA (PRWEB) May 05, 2014

San Francisco startup Eyegroove has just closed a \$1.25M Angel round and released its instant music video app for iOS. The free [Eyegroove app](#) is simple, yet groundbreaking: choose a piece of streaming music, record video, add instant interactive effects, and you've created a Groove.

The Eyegroove app rides the rise of fan-created music videos. In 2013, the world expressed its pent up desire for fan music videos when 40,000 people created Harlem Shake YouTube videos in two weeks (the total now tops 500,000). And, for the first time last year, revenues generated from fan-created music videos exceeded official music video revenue, as reported in the [2014 IFPI Digital Music Report](#).

Eyegroove's investors are well known Silicon Valley names including Roger McNamee, founding partner of Elevation Capital and Silver Lake Capital; Matthew Papakipos, Senior Director of Mobile Engineering at Facebook; Joshua Schachter, Delicious founder; Aditya Agarwal, VP Engineering at Dropbox; Amarjit Gil, serial entrepreneur with Facebook, Google, and Apple acquisitions; Puneet Kumar, Director of ChromeOS at Google; David Kirk, Chief Scientist at NVIDIA, and other A-list angels.

Eyegroove's founder, Scott Snibbe, is best known for pioneering the "App Album" genre with bespoke interactive music apps including Björk: [Biophilia](#), the Beck-produced Philip Glass: [REWORK_](#), and apps with Metric, Passion Pit, and other bands.

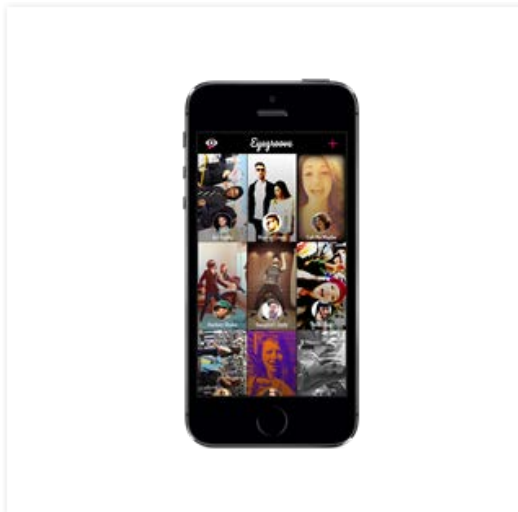
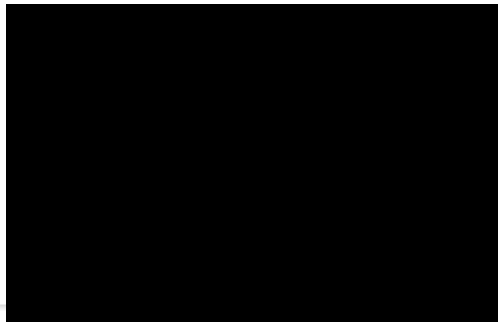
Asked why he turned in the direction of Eyegroove—a kind of Instagram for music video—Snibbe says, "We wanted to create a platform that lets hundreds of millions of people express themselves through music and video. There's nothing more emotionally powerful than music; and when you combine music with video and effects, it transcends the amateur quality of raw phone videos to make everyone's videos look and sound terrific."

Snibbe believes music video may ultimately become the most popular form of social video: "Music video is the most popular content on YouTube, and it seems inevitable that user-generated music videos will become a wildly popular form of social content, now that we've given people a tool to create them instantly and effortlessly."

Eyegroove is available for free in the [iTunes App Store for iOS](#).

About Eyegroove

Eyegroove reimagines how people interact and engage



Eyegroove instant music video app

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Attachments

The Eyegroove app for iOS
<http://appstore.com/eyegroove>

Eyegroove
<http://eyegroove.com>

[Watching a Groove with Eyegroove](#)
<http://smarturl.it/eyegrooveapp>

[Choosing a song with Eyegroove](#)
<http://smarturl.it/eyegrooveapp>

[Creating a Groove to Gagnam Style with Eyegroove](#)
<http://eyegroove.com>

with music. Our first product is the Eyegroove app that lets people effortlessly watch and create short videos to music they love with interactive effects in a way that's never been possible before. Learn more at <http://eyegroove.com>.



About Scott Snibbe

Scott Snibbe is an entrepreneur, researcher, and artist who has made significant contributions to the fields of interactive music, gesture and touch interaction, and digital art. Snibbe is the CEO of Eyegroove, a social music and video startup. He was previously the founder of Snibbe Studio, producer of interactive music apps, including the world's first app album Björk: Biophilia; and Snibbe Interactive, a developer of immersive gesture and touch interactive experiences for clients including James Cameron's Avatar and the Beijing Olympics. Snibbe began his career at Adobe Systems, where he was one of the early developers of After Effects, and later worked at Interval Research Corporation as a manager of research teams. His interactive artwork can be found in the collections of the Museum of Modern Art and the Whitney Museum of American Art, in New York.

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