

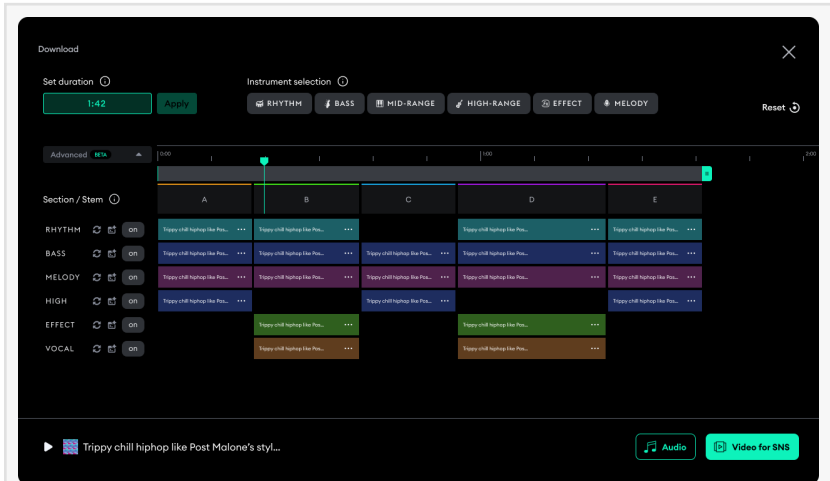
Beyond K-POP: Envisioning the Future of AI Music with Korean Startup Neutune

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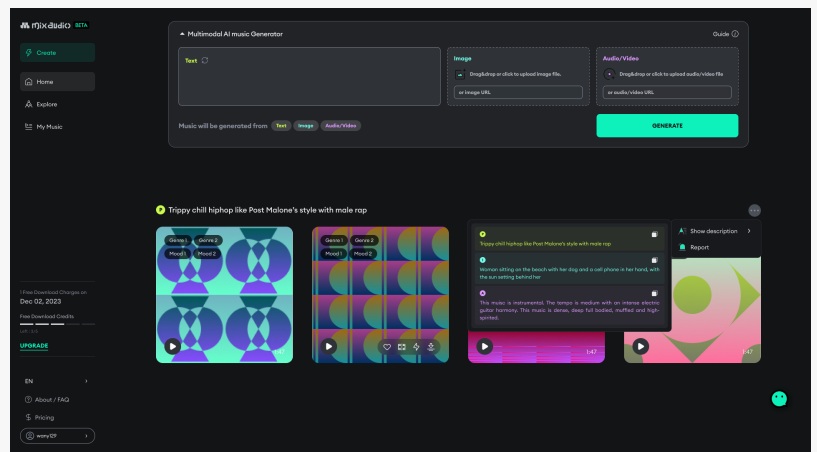
LOS ANGELES, CA, UNITED STATES, January 9, 2024 /EINPresswire.com/ -- The [AI music](#) generation space is poised for significant growth, projected to reach approximately USD 2.45 billion by 2032, growing annually at 28.6%. (Source: Market.us) In Korea, the birthplace of K-POP, '[Neutune](#)' is spearheading this innovative field. The startup revolutionizes music generation with advanced AI music analysis and synthesis technology.

Neutune's core innovation lies in its 'Block Music' system, a distinctive approach to AI music generation. This technology breaks down music into blocks, reassembling them into new compositions, akin to LEGO blocks. It offers rapid generation and circumvents copyright issues using high-quality, licensed datasets.

Neutune has recently entered the stock music market with 'Mix.audio', a Multi-Modal AI background music generator. This service empowers video creators to instantly generate music using AI based on user-provided texts, images, or audio references. For example, Mix.audio's AI can quickly produce up to four fitting tracks in 2-3 seconds when given a prompt like "Synthwave for an urban night drive," along with related images or music. The service also allows immediate customization, such as instrumental adjustments and length modifications, catering to creators who need quick results.

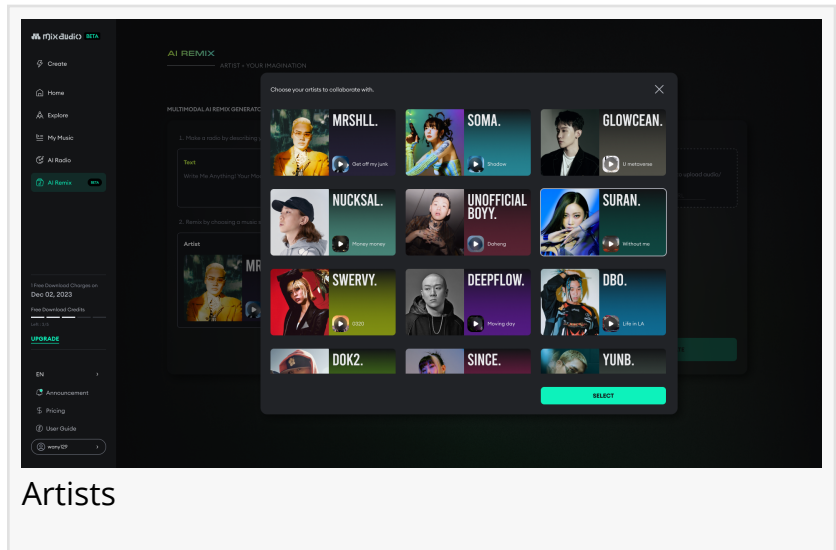


Customize



AI Create

The team behind Mix.audio, led by CEO Jong-Pil Lee, includes top music engineering PhDs from KAIST MAC LAB. The service has earned recognition for its innovation, receiving the CES 2023 Innovation Awards and the German Design Awards 2024 and commendation from Korea's Minister of Culture, Sports, and Tourism. Neutune's ambitions reach further. The startup is developing an Adaptive music service for 24/7 personalized AI



Artists

mix sets that reflect individual preferences, situations, and emotions. Additionally, they are creating a platform for listeners to freely reinterpret and enjoy K-POP artists' music. These innovations are expected to integrate seamlessly into emerging media environments like WEB3, the metaverse, VR, and autonomous vehicles.

Neutune's cutting-edge AI music technology is quickly gaining traction among the younger generations and digital natives. Korean companies like Neutune, which blends technology and art, are uniquely positioned to offer distinct value in the global market and expand their influence. These innovative Korean startups are set to continue shaping the global fusion of technology and culture.

About Neutune

Neutune is an AI-based music creation platform that provides audio assets and the ease of use of AI to help creators improve their musical expressions by applying AI and engineering expertise to create innovative solutions in various industries including music creation as a platform.

Based on our musical/technical strengths, we provide new musical experiences by conducting research and services necessary for the creation and enjoyment of music for the next generation.

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