

New Tambr dating app to share favorite music

Share music brings people together for dates

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Elevator Communications, LLC

Tiburon, CA

(415) 846-4862 - cellular

jreed@elevatorpr.com

Rob Crumpler, CEO, Altrooz

Tambr

85 Liberty Ship Way, Suite 208
Sausalito, CA 94965

Tambr – New dating algorithms leverage streaming music and passions to bring people together and bridge the Spotify and Apple Music Services.

An **interview** is available with Rob Crumpler, CEO of Altrooz, and creator of Tambr, based in Sausalito, CA.

Screenshot **JPG'S** of Tambr can be emailed to you.

How does your schedule look for a phone interview with Rob?

Thank you.

John Reed

New dating app, Tambr, uses music to bring people together based upon their shared interests in songs and artists

Sharing Your Spotify and Apple Music Favorites

Ask most people what they are passionate about and one of the first things they mention is their favorite music.

What if you could date someone who enjoys the same music you do? What if you could share music with that person and get to know them? With Tambr you can share music by sending songs or playlists to each other. You can share your passions with other music lovers – and express your music personality with up to 5 Anthem songs.

Dating with a Focus!

Tambr is the latest dating app to enter the \$7 Billion and growing dating market. Tambr's focus? Young single Millennials who love music. The Tambr algorithms focus heavily on bringing people together who love the same music, but the algorithms also surface people's passions beyond music such as dogs or drones, fishing or fine dining, painting or photography. With a similar musical taste as a given, there are plenty of great first-date ideas for people to explore with each other based on their shared passions. Even going to a concert together.

Not just another first date!

Tambr not only displays singles who love the same music, but Tambr is the only dating app that surfaces local concerts based on your listening habits and suggests which of your matches you should invite. Think of it as a first date insurance policy, knowing you're both going to enjoy the concert helps ease some of the first date jitters.

Does my date need to use the same music streaming service?

No. Tambr breaks down the walls between music services. Previously, the only social interactions that could take place between people had to take place on the same music service, such as Spotify or Apple Music. Tambr saw that as a big problem. Why should a music service limit your social interactions, whose playlists you can like, who you can follow, invite to concerts or even date? Tambr has created a borderless technology that enables users match across music services; play each other's music, share songs or playlists, download songs or playlists from other users all while maintaining the digital rights of their own streaming music service.

What's in a name?

What's Tambr? It's the phonetic pronunciation of the musical term "Timbre": the character or quality of a musical sound or voice that resonates with the listener. Simply put, Tambr brings people together who resonate with the same musical qualities.

Market timing for Tambr?

Yes, there are already a lot of dating apps on the market. But the switching costs are very low. We believe the timing for Tambr is perfect. With the OTT market for streaming content taking off, now is the perfect time for dating apps to incorporate streaming capabilities and algorithms to match people based on what they love and how they live their lives.

Bridging the Apple Music Service and Spotify

In July of this year, Apple announced surpassing 60 million subscribers to its Apple Music service and Spotify announced surpassing 100 million subscribers this past April. Tambr is poised to bring these audiences together. Apple and Spotify may fiercely compete to gain market share for their music services but Tambr is the bridge that unites their users, enabling cross-platform music discovery, playlist sharing, playlist creation, and concert promotions. Simply put, finding your soulmate shouldn't be limited to your selection of a music service.

What about Instagram or Strava?

Instagram has become a very popular way to share your life story. Tambr integrates directly with Instagram so users can keep their dating profile fresh, automatically displaying their latest photos or videos. And Strava has become a very popular way to share your athletic life story. Athletes tend to date athletes, and they tend to love concerts and music festivals. Tambr is the only dating app that lets users display their latest workouts in their dating profile. And, adding Instagram or Strava automatically boosts your profile so other users will find you faster.

Look & Listen. Like & Match. Find a Local Concert. Get a Date.

Tambr is easy and fun to use – just tap through your people feed to discover new people, listen to their music and explore your shared passions. Like or SuperLike anyone and if they like you back – it's a match! Tambr prioritizes the people they show you based on your common music interests, and your shared passions. Once matched, use the 'Get a Date' feature to invite your match to a concert. Tambr is the only dating app that provides a tailored list of local concerts and makes it super easy for you to invite someone to join you for a show. Tambr even provides group chat so you can meetup with your other concert buddies who are also on a Tambr Concert Date™ so you can all have fun together!

Upgrade to Tambr Gold™ for a deeper experience!

The basic Tambr is always free. Just in case you want other cool, premium benefits, Tambr Gold includes:

Get Boosted – Get to the head of the line – Be one of the top profiles in your area for 24 hours.

You don't need to write like a poet – Let your music do the talking. Just use SuperLikes with a Song – Tell someone you really like them with a special song.

Get Personal – SuperLikes with Shared Passions are the way to share your thoughts about something you both love.

And, Who Likes You? – See who wants to match with you and end the endless search.

Your Anthem Songs – Express your musical personality by sharing up to 5 favorite songs.

And, while you're at it, enjoy *Premium Playlists* – Easily add songs from other users to your Spotify or

Apple Music library.

We both like that – Share playlists with your matches to liven up the conversation.

On the Road to Coachella, Rock am Ring, Glastonbury? Put it out there to arrange a date at the concert.

On the Road – Farther. Traveling Soon? Ready to hit the road and get lost? *Tambr's Passport to Anywhere* lets you arrange a date (and just maybe a travel buddy) in advance of your trip. Start the conversation about the cities, jungles and beaches you both love and want to visit. An amazing trip to Machu Picchu, the Inca's citadel 7,972 feet up in Peru? Hike the trail or take the Inca Rail train? Hello.

Can't stop thinking about them? Use Tambr's Rewind. – Still thinking about someone you liked and accidentally deleted? No problem. Bring them back.

You don't need ads. Tambr Gold is always ad free.

If you choose to purchase Tambr Gold, payment will be charged to your iTunes account, and your account will be charged for renewal within 24 hours prior to the end of the current period. Auto renewal may be turned off at any time by going to your settings in the iTunes Store after purchase. Current Tambr Gold subscription price starts at \$9.99 USD/month. Six-month packages are available for \$37.99 USD, a savings of 37%, and 1-year packages are available for \$49.99 USD, a savings of 58%. Prices are in U.S. dollars, may vary in countries other than the U.S. and are subject to change without notice. No cancellation of the subscription is allowed during the active subscription period. If you don't choose to purchase Tambr Gold, you can simply continue using Tambr for free.

About Rob Crumpler, CEO of Altrooz – Creator of Tambr

Rob is a serial entrepreneur and musician. The idea for Tambr and bringing people together around music came from Rob's real-life experiences playing gigs around the Seattle and San Francisco areas during the evenings while working his daytime job at Microsoft. Rob's band at the time, mostlyDave, played Dave Matthews songs and he was able to inspire large groups of friends to watch him play. "We had a lot of fun playing those gigs" says Rob "and there was a lot of dating and even some marriages from people meeting for the first time at our gigs." Today, Rob runs Altrooz during the day and can be seen with his new band on the weekends playing around Marin County.

About Altrooz

Altrooz is a team of mobile marketing experts. In addition to developing and marketing its own apps, Altrooz helps large brands acquire new users for their apps. Over the past seven years, Altrooz has supported clients such as General Motors, Capital One, CBS, Disney, Hulu, Pandora, Kabam, GREE, and Supercell. Altrooz delivers high-quality users at scale and runs mobile marketing campaigns on its proprietary DMP and DSP platforms.

Media Contact

John Reed

jreed@elevatorpr.com

4158489080

1 Blackfield Drive # 188

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