

## INDY MUSIC SALES E-COMMERCE SOLUTION FOR INDEPENDENT MUSICIANS GOES LIVE

**AURORA, OR; Sept. 20, 2016** – Indy Music Technologies announced today the release of its core product offering, a series of hosted software-as-service products for the sale of music.

Indy Music Silver, Gold and Platinum are three levels of the hosted e-commerce application that allow independent musicians and small to medium sized labels to operate a web store using an integrated and complete end-to-end sales solution for musicians. The product offering includes upload tools to create Product Information pages to sell music in physical and digital formats and merchandise.

Additionally, the Indy Music Sales products are built on Dot Net Nuke (DNN) and use state-of-the-art e-commerce functionality from SmithCart to deliver secure, efficient and cost effective e-commerce functionality.

The biggest functional obstacle to musicians selling downloads from their web store is handled by the Indy Music Manager, an application that delivers purchased music for download in MP3 files into Music folders on the fans device, instead of delivering Zip files or individual links.

The biggest challenge facing independent musicians is profit: selling through digital resellers can cost 40% to 50% of sell price, and being able to sell direct to fans, with a purchase and delivery experience “equivalent to the big guys” enable indie musicians to significantly increase their average profits.



Full product information is available at: [www.indymusicsales.com](http://www.indymusicsales.com)

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