



Oscillate AG, Riedtlistrasse 27, 8006 Zürich

Optune: More in the spotlight, less in the office

Zurich | June 24, 2019 | The free management tool, Optune, from Swiss startup, Oscillate AG, is no longer just a household name in DJ circles; Swiss Music Awards and MTV Europe Music Awards winners and well-known comedians, artist agencies and international event organizers now manage their daily business using Optune. Today, the startup launches their new booking platform called [OnStage](#) where artists can be found and booked directly.

The world's first Artist Search Engine for event organizers, with which they and artists can also manage their entire business, is the new hub of Optune. Starting now, fresh acts can be found and booked directly with just a few simple clicks. Those artists who are already under contract with agencies will have their bookings handled by their agents via Optune. "We want to give artists more visibility and therefore more bookings.", says Tobias Horka, CEO of the Swiss startup. "In a year from now, 16 000 end-to-end bookings will be processed monthly on Optune. With this volume, it's integral that we work closely with managers and agencies."

Website, office and booker all under one digital roof

"The need for a reliable and affordable solution for artists and event organizers is huge.", says Horka: negotiating bookings and contracts, planning gigs, selling tickets, writing quotes and invoices, cooperating with third parties, and even marketing and communication can be managed through Optune. The tool is tailored to the individual players in the music industry, and the standard features are free for artists. Today, more than 500 artists actively use the tool in Switzerland - 300% more than at the beginning of 2019 - and more than 15 000 bookings have already been processed.

DJs develop DJ management tool

Originally, Tobias Horka, along with some friends from the entertainment industry, developed an app for DJs to help them master the challenges they faced as in-demand entertainers. Soon, however, bands, comedians, artist agencies and bookers were all interested in what Optune had to offer. With a lot of tech power, a vast network, and years of experience in the industry, Horka and his colleagues decided to widen their user base by developing the app for all those involved in show business.

Digitizing the live music industry

The vision of combining show business with technology makes sense: the equivalent of 51 billion francs are spent annually on bookings in the live entertainment industry. Outdated and opaque management eats up a large piece of the pie that would otherwise go to artists. Worldwide, seven million artists and bookers can benefit from Optune's smart tool, saving a lot of time and money

within the business. "I can imagine Major Lazer using our tool someday, and more international organizers managing their bookings through Optune.", says Horka. His vision will most likely become a reality seeing that a comparable tool doesn't exist anywhere in the world. And the tool is getting smarter: starting in the middle of 2020, Optune will be able to make smart matches, recommendations and analyses based on artists' profiles. "The whole world should know that we exist!", says Horka. They have secured support from various corners: investors from [Business Angels Switzerland](#) and the [Swiss ICT Investor Club](#) are already on board, and Optune has been added to the core coaching program of Innosuisse. The next round of financing, upwards of CHF 1 million, is expected to close by mid-September 2019.

The product solutions from Optune:

- Artist search and booking platform: www.onstage.show
- Solution for artists: <https://optune.me/artist>
- Solution for artist agencies and managers: <https://www.optune.me/agency-manager>
- Optune universe: <https://www.optune.me>

Care to get to know the Optune team?

- Rooftop Release Party! - Immerse yourself in Zurich's DJ scene: Email ryan@oscillate.ch

All information and pictures are on our press corner: <https://www.optune.me/publications>

Social Media Links:

- [Instagram](#)
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