

Localizing the Ableton Summer Music Challenge

Microsite URL: <http://www.abletonsummermusicchallenge.com/>

Basic Text Elements:

Join other creative young people around the world and take the Ableton Summer Music Challenge. Create a track, send it and share it to win amazing prizes from Ableton, Novation, Loopmasters and Soundcloud for you and your school.

Taking part is as easy as A-B-C:

CREATE A TRACK

Any style, any instruments, and you don't have to make the track in Ableton Live. There are two age groups: under 15s and 15-18. Here are some resources from Ableton and Loopmasters to get you started.

SUBMIT YOUR TRACK

Once your track is finished, post your track on Soundcloud. Then share the track, spread the word and get your track played. There are two age groups: under 15s and 15-18s.

The Soundcloud player makes it easy to share your track. Post your track wherever you want - tell your friends about it and get as many plays as you can.

WIN GREAT PRIZES

The 25 tracks with the most plays will be presented as finalists to the jury, who will choose 1 winner in each age group. Each winner gets the grand prize:

For your school:

- 1x Ableton Live Intro Site License (multi-installation license)
- 15x Novation Launchpad
- 15x Novation Nio 2/4 Audio Interface
- 25x SoundCloud Lite Account (1 year)
- 1x Loopmaster Origins Collection

For you:

- 1x Ableton Suite
- 1x Novation Launchpad
- 1x Novation Nio 2/4 Audio Interface

1x Soundcloud Pro Account (1 year)
1x Loopmaster Gift Certificate (250 EUR value)

There will also be 24 runners up in each age group. As a runner up, you will win:

For your school:

1x Ableton Live Intro Site License (multi-installation license)

For you:

1x Ableton Live Intro

SoundCloud Embedded Code for Website Widgets:

The embedded code below allows you to easily insert the graphics into your web infrastructure. Simply use the code to link directly into the SoundCloud platform. The *SoundCloud Player* shows the entries that have been submitted into each contest age group. The *DropBox* is a quick way to link to SoundCloud and for uploading an entry.

SoundCloud Player - "Under 15s"



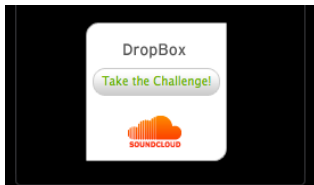
```
<object height="250" width="100%"> <param name="movie"
value="http://player.soundcloud.com/player.swf?url=http%3A%2F%2Fsoundcloud.com%2F
groups%2Fableton-summer-music-challenge-15-and-
under&show_comments=false&auto_play=false&show_playcount=true&am
p;show_artwork=false&color=64B400"></param> <param name="allowscriptaccess"
value="always"></param> <embed allowscriptaccess="always" height="250"
src="http://player.soundcloud.com/player.swf?url=http%3A%2F%2Fsoundcloud.com%2Fgro
ups%2Fableton-summer-music-challenge-15-and-
under&show_comments=false&auto_play=false&show_playcount=true&am
p;show_artwork=false&color=64B400" type="application/x-shockwave-flash"
width="100%"></embed> </object> <span><a
href="http://soundcloud.com/groups/ableton-summer-music-challenge-15-and-
under">(Under 15s) Ableton Summer Music Challenge</a></span>
```

SoundCloud Player - "15 to 18s"



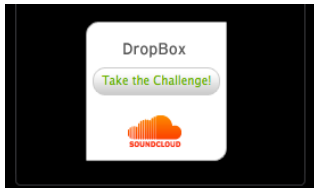
```
<object height="250" width="100%"> <param name="movie"
value="http://player.soundcloud.com/player.swf?url=http%3A%2F%2Fsoundcloud.com%2F
groups%2Fableton-summer-music-challenge-18-and-
under&amp;show_comments=false&amp;auto_play=false&amp;show_playcount=true&am
p;show_artwork=false&amp;color=64B400"></param> <param name="allowscriptaccess"
value="always"></param> <embed allowscriptaccess="always" height="250"
src="http://player.soundcloud.com/player.swf?url=http%3A%2F%2Fsoundcloud.com%2Fgro
ups%2Fableton-summer-music-challenge-18-and-
under&amp;show_comments=false&amp;auto_play=false&amp;show_playcount=true&am
p;show_artwork=false&amp;color=64B400" type="application/x-shockwave-flash"
width="100%"></embed> </object> <span><a
href="http://soundcloud.com/groups/ableton-summer-music-challenge-18-and-under">(15
to 18s) Ableton Summer Music Challenge</a></span>
```

SoundCloud DropBox - "Under 15s"



```
<style type='text/css'>a.soundcloud-dropbox:hover {color: #1896D1 !important;
background-color: transparent !important; background-position: -200px 0 !important;}*html
a.soundcloud-dropbox {background-image: none !important; filter:
progid:DXImageTransform.Microsoft.AlphaImageLoader(src='(http://a1.soundcloud.com/im
ages/dropbox_square_white.png?5eff76)', sizingMethod='crop') !important;}/* if you want
to have valid HTML, please be so kind and put the style part in the head of your page
*/</style><a href='http://soundcloud.com/groups/ableton-summer-music-challenge-15-
and-under/dropbox' style='display: block; margin: 10px auto; background: transparent
url(http://a1.soundcloud.com/images/dropbox_square_white.png?5eff76) top left no-
repeat; color: #64B400; font-size: 10px; height: 82px; padding: 44px 15px 0 10px; width:
105px; text-decoration: none; text-align: center; font-family: "Lucida Grande", Helvetica,
Arial, sans-serif; line-height: 1.3em' class='soundcloud-dropbox'>Take the Challenge!</a>
```

SoundCloud DropBox - "15 to 18s"



```
<style type='text/css'>a.soundcloud-dropbox:hover {color: #1896D1 !important;
background-color: transparent !important; background-position: -200px 0 !important;}*html
a.soundcloud-dropbox {background-image: none !important; filter:
progid:DXImageTransform.Microsoft.AlphaImageLoader(src='(http://a1.soundcloud.com/im
ages/dropbox_square_white.png?5eff76)', sizingMethod='crop') !important;}/* if you want
to have valid HTML, please be so kind and put the style part in the head of your page
*/</style><a href='http://soundcloud.com/groups/ableton-summer-music-challenge-18-
and-under/dropbox' style='display: block; margin: 10px auto; background: transparent
url(http://a1.soundcloud.com/images/dropbox_square_white.png?5eff76) top left no-
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