*For Immediate Release*

**Jooki - The Jukebox For Kids funded on Kickstarter and live at IFA Berlin**

*Modern kids have lost access to music. Now there’s a solution.*

**BRUSSELS, Monday 29th 2016 - Belgian start-up MuuseLabs raised over €50,000 on Kickstarter for Jooki. Jooki, the world's first smart jukebox for kids, is a wifi speaker and music player for children aged 3 years and up. It lets kids enjoy music, stories, passion and creativity without a screen in sight. Easy for kids, peace of mind for parents. The company will be demonstrating Jooki at IFA in Berlin from September 2nd to 7th.**

*See Jooki in action:* [www.jooki.rocks/](http://www.jooki.rocks/)

**Modern kids are losing access to music**

With the rise of smartphones and the disappearance of tapes and CDs, young kids have lost the ability to listen independently to music. Parents are faced with the choice of letting kids play with their phone or acting as gatekeepers to music.

*"I feel like a full-time DJ when I have to pull out my phone to play a song for my daughter fives times in a row. As a child, I could take a CD or cassette and play it on my own. Our jukebox for kids revives the joy and freedom that physical control over music provides."*- Theodore Marescaux, Founder & CEO of MuuseLabs.

**Putting kids back in control - Introducing Jooki, the jukebox for kids**

Jooki is a wifi speaker and music player designed especially for children. Kids start a story, song or album simply by placing a Jooki Star onto Jooki. No smartphone or tablet required. The Jooki Stars act as bookmarks to digital media, replacing CDs and come in the form of fun figurines and colorful tokens. They are easy on little fingers and almost indestructible.

*"Children have a fresh, innocent view of the world. With Jooki they can independently and safely explore music and stories. The screen-free interface makes for a whole new experience. Fantastic fun, interactive and intuitive!*" - Theodore Marescaux, Founder & CEO of MuuseLabs.

**Parental peace of mind**

Jooki lets parents decide what their children can listen to. The intuitive app lets parents easily upload music and stories to Jooki. It also provides control over when and how the listening happens: parents can limit the volume, set times for waking and sleeping and make custom playlists for car trips, bedtime, cleaning up, dancing etc.

Parents can relax knowing their kids are enjoying music and stories in a safe, commercial-free environment, without the risk of ending up on an inappropriate website. Jooki is also one of the first “Internet-of-Things” devices for children that is designed to comply with the strict new EU directive on privacy and data security.

*"As fathers ourselves, we understand the need for a safe, hassle-free product. Our goal has been to give the best to our children and we think that all kids should be able to enjoy the freedom and joy of Jooki."* - Pieter Palmers, Co-Founder of MuuseLabs.

**Quality audio for kids**

Jooki is kid and splash proof but unlike toy music players, Jooki has excellent audio quality. Thanks to its stylish design Jooki is equally at home in the bedroom or living room. With a rechargeable battery and storage for 1000+ songs, kids can listen at home, in the car or even outdoors.

**Kickstarter campaign overfunded**

MuuseLabs successfully launched Jooki, the first smart jukebox for kids, and 359 backers help overfund their Kickstater campaign ([www.jooki.rocks/ks/](http://www.jooki.rocks/ks/)) reaching €53,974 out of the €50,000 goal. Jooki is now available for pre-orders on [www.jooki.rocks](http://www.jooki.rocks) for $159 and will be available in stores by the end of 2017 for 179€ / $199 / £149.

**Live demos at IFA Berlin - Hall 11.1, booth 13**

The company will be presenting live demos of Jooki at IFA in Berlin from September 2nd to 7th 2016 (Hall 11.1, booth 13). IFA is the world's leading trade show for consumer electronics and home appliances (<http://b2b.ifa-berlin.com/>).

Jooki is a creation of three geek dads who left their hi-tech jobs at Google, Huawei and Barco to start MuuseLabs. With their mix of technology and design skills and their love for music and kids, they aim to radically improve the music experience of kids in the 21st century.

With Jooki, MuuseLabs will officially represent Belgium at the international finals of the Creative Business Cup in Copenhagen, Denmark on November 20th and 21st 2016.

* Pre-sales link: [www.jooki.rocks](http://www.jooki.rocks)
* Kickstarter link: [www.jooki.rocks/ks/](http://www.jooki.rocks/ks/)
* Press kit: [www.jooki.rocks/press/](http://www.jooki.rocks/press/)

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**Press contact**

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**About MuuseLabs**

MuuseLabs was established in 2014 to radically improve the music experience of kids in the 21st century. In July 2016 the company launched Jooki, the first smart jukebox for children. MuuseLabs is one of 25 companies from 10 European countries to be recognised and supported by the Berlin-based *EuropeanPioneers* accelerator and is a member of the Hardware Club, the first exclusive club for hardware startups around the world. MuuseLabs is also part of *Start-it@kbc*, the largest start-up community in Belgium, supporting innovative and scalable enterprises. The company is advised by Alan Munn, former SVP, Hasbro and former CEO, Tomy Europe.

MuuseLabs BVBA/SPRL

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Creative Business Cup: [http://www.creativebusinesscup.com](http://www.creativebusinesscup.com/)

**About the team**

*Theodore Marescaux, Co-Founder, CEO and father of Marianne and Eva*

Theo is a former product manager at Barco, the global leader in digital cinema projectors. He has an MBA from the Vlerick Business School and a PhD in microelectronics from TU Eindhoven. After guiding cinemas into the digital age, his new mission is to delight children with a 21st century music experience. Theo wants kids to enjoy music with the freedom and charm of physical and screen-free user interfaces.

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*Will Moffat, Co-founder, Software Lead and father of Yann and Charlie*

Will has been programming and designing hardware since the age of 7, when he built his own computer alarm system to catch Santa Claus. After working with Theo at the microelectronics research center IMEC he got the startup bug and moved to San Francisco to work on Freebase.com. He then spent 4 years working on Google Search and Google’s Knowledge Graph. After his stint as a Googler, the startup bug bit again and Will joined MuuseLabs determined to build a better music player for his kids.

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*Pieter Palmers, Co-founder, Hardware Lead and father of Lia, Robyn and Sam*

Pieter is a former team lead at Huawei where he worked on their next generation of wireless chips for 5G smart phones and base stations. He has a PhD in microelectronics from the KU Leuven. He also spins records, plays music and has always been fascinated by audio technology. Over the years he soldered many audio circuits and wrote a large part of the Linux Audio FireWire software stack. Fatherhood and the love for music technology made it a no-brainer to join this MuuseLabs’ quest for a better music experience for kids.

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