

**Jen, the Artist-First, Ethically-Trained, AI-Driven Music Creation Platform Showcases StyleFilter™ Technology with Imogen Heap at Web Summit**

**Jen Unveils Patented Tool StyleFilter™ to Infuse Artist's Distinctive Style into AI Music**

*Watch Video Featuring Imogen's StyleFilter™ Here*

**November 14, 2024** — Jen, the artist-first, ethically-trained, AI-driven music creation platform, today unveiled its patented StyleFilter™ technology, a groundbreaking tool that allows creators to infuse distinct musical styles of artists and producers into their own compositions, resulting in completely original new tracks. Revealed live at Web Summit, the debut showcased Imogen Heap's StyleFilter™, which was trained on two of her latest releases, "What Have You Done To Me?" and "Last Night of an Empire." Heap, renowned for her trailblazing approach in merging technology with her musical artistry, joined Jen's Co-Founder and CEO, Shara Senderoff, on the conference's Centre Stage to demonstrate how StyleFilter™ transforms simple prompts into compositions rich with personality and depth—all while maintaining transparency, protection and compensation for the original artists and producers.

Watch the explainer video showcasing the upcoming patented StyleFilter™ here.

Jen's patented products, such as the upcoming StyleFilter™, push the boundaries of music production and artist collaboration. The StyleFilter™ enables users to apply the unique musical styles of popular artists and producers to their tracks. Designed by Jen's team of distinguished PhDs, the StyleFilter™ is revolutionary in that, unlike standard AI models that require extensive data sets, it can learn and apply the style of an artist by training on a single song, establishing a new level of creative precision and efficiency in the market.

"At Jen, we are determined to create innovative products that invite artists to participate as AI reshapes the music industry, enabling their artistry to take new forms as technology evolves while ensuring they are respected and fairly compensated. Our StyleFilter™ is a testament to this vision, introducing a groundbreaking way for users to collaborate with the musical essence of artists they might never have the chance to work with directly," said Shara Senderoff, Co-Founder and CEO of Jen. "Premiering this product with Imogen Heap, a pioneer at the

intersection of music and technology, exemplifies our commitment to build with respect and reverence for those who paved the way. She's also an incomparable human that I'm honored to call my friend."

Imogen Heap's StyleFilter™, soon to be available to next-gen music makers, marks the first in a series of planned artist and producer collaborations. Jen is actively working with music publishers and direct-to-music makers via the upcoming Auracles platform, to create frameworks that allow AI to positively evolve the industry when designed to respect the intricacies of the rights-holder ecosystem. This reflects Jen's artist-first mission and commitment to developing tools that expand creative possibilities while honoring the legacy and rights of artists.

In addition to StyleFilter™, Senderoff and Heap unveiled an AI version of Imogen Heap's voice, powered by Jen and authorized for use through Auracles—an innovative, upcoming non-profit focused on data provenance that empowers artists to control and permission their information and assets—led by Heap.

"Shara's integrity shines an outstanding light at this pivotal moment in our human story. The exponential curve of innovation in and with AI attracts opportunists primarily focused on filling their pockets in the gold rush or those racing at speed to stick their 'technological flag' in the sand to corner a marketplace. Alongside the clear innovation in products and new revenue streams for musicians at Jen, Shara's inspiring strength and determination to get the ethical foundations right from the start are inspiring. An all-too-rare example of a service, contributing to a future where humans are empowered, valued and credited, within and for our collective global tools and knowledge," said, Imogen Heap

### **About Jen**

Jen is pioneering the future of music with unparalleled integrity—collaborating with artists, musicians, and rights holders at a pivotal moment when ethical innovation in AI matters most. Acting as your co-producer in high-fidelity, AI-driven next-generation music creation, Jen turns what's in your mind into music, helping you generate, iterate, and refine tracks to catapult your creativity. Developed by distinguished PhDs, Jen's proprietary, patented, Fairly-Trained certified audio models, use advanced neural network architecture for sophisticated music generation in pristine sound quality. With over 40 fully-licensed catalogs in its initial training set, Jen has set a new benchmark for copyright compliance in generative AI music, prioritizing transparency, fair compensation, and copyright identification. Co-Founders Shara Senderoff, a trailblazing technology entrepreneur and respected music-industry

visionary, and Mike Caren, a respected A&R and label/publishing architect who has shaped countless careers and hits, infuse Jen with unmatched expertise and credibility. Jen is more than a product; it's a living tribute to music that seamlessly blends past and future, honoring all that came before and all that lies ahead. For more info please visit: <https://www.jenmusic.ai/>

### **About Auracles**

Auracles empowers music makers worldwide to finally connect, verify and manage their assets and information, to fill the most critical gap in the business of music. Launching on December 9, 2024, Auracles invites music makers to collectively contribute to the structured, transparent layer-of-truth for works and contributors. With AI accelerating the need for music data provenance, this timely initiative led by Imogen Heap will make ethical practices easy for current and future services. For more info please visit: <https://www.auracles.io>

<https://www.youtube.com/watch?v=yRPelpwrsrQ>

Point of Contact;

Chelsea Northern

[cn@wearetheuntold.com](mailto:cn@wearetheuntold.com)

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Jen Abel

[jennifer@rwacommunications.com](mailto:jennifer@rwacommunications.com)