iUP Innovative UPplications introduces 2REC: The Audio (R)Evolution!

iUP S.r.l. is an **innovative Italian startup enterprise,** with its core activity being the **design and production of smartphone applications** of its own conception. The idea belongs to Marco Righetti, who subsequently established the actual company, along with five more partners, in June 2018.

iUP **operational headquarters** are located in Lomazzo, **north of Milan,** within the **ComoNExT Innovation Hub,** where it gained access to this structure following the victory with the maximum score of the *"2018 Business Incubator"* competition, promoted by the Como Chamber of Commerce, as well as by ComoNExT itself.
At the end of January 2020, iUP successfully **closed an important funding round** thanks to the contribution of a prestigious investor who, despite the markets began to glimpse the uncertainties due to the Coronavirus emergency, has however **believed in the great potential of the project.**

The company's corporate organization follows the **Open Innovation model,** in which companies open themselves to skills, experiences and ideas from outside, while **still retaining centralized control.** In practical terms, a small core group leads several specialized collaborators.
At this time, approximately **twenty professionals** in both technical and structural areas of the company are under the **lead of iUP's internal team,** which consists of **six figures,** all of them qualified in key areas.

The team has been focused on an important and **ambitious project called 2REC.** The project has already been able to attract the market's attention and **allowed iUP to obtain many awards.** For example, iUP passed the selections for the *"Global Startup Program"* twice in a row, an initiative at national level of the Ministry of Economic Development, promoted throughout the whole country, in which hundreds of startups apply. During the first edition, **in 2019,** iUP participated in a three-month acceleration course in the **Silicon Valley** at the headquarters of the **Plug and Play Tech Center,** one of the most popular accelerator hubs in the entire world. **Next spring (2021)** iUP will have the opportunity to experience a **new period of acceleration,** again in the United States, **at Mind The Bridge** at its headquarters in **Los Angeles.**
Furthermore, ICE (the Agency for the Promotion and Internationalization of Italian Enterprises), has twice called iUP to represent the Italian innovation of the sector at the **Barcelona** *Mobile World Congress",* the most important mobile technology fair in the world. After the 2020 edition (unfortunately canceled because of Coronavirus health emergency) **iUP will also participate in the 2021 edition** next June. Also in collaboration with ICE, iUP took part in the *"GITEX Future Stars" 2020 in Dubai,* the most important exhibition of technology and digital innovation in the Middle East and South Asia.

2REC is a smartphone application designed to **revolutionize the approach to both notes and voice messages:** it enables their management, the conversion into text and the custom creation, giving a creative and engaging use no longer restricted to simple passive listening. **The time of simple passive listening is over!**

2REC combines *"Smart"* and *"Fun"* features, creating a **new and complete tool** capable of being effectively useful in everyday life, while also unleashing true freedom of expression for all audio notes users. The idea arose from an insight: **audio contents' potential must be expanded.** Visual ones use possibilities have already been widely exploited. **Lots of apps care about images,** making it possible to share, create and personalize them. iUP wants to do **the same in the audio field,** satisfying the new needs of those who use voice messages to communicate.

2REC turns a comfortable but also **flat and monotonous** means of communication, into **a brilliant,**

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dynamic and practical activity, giving true freedom to the emotional side of all users.

The application allows for creating **unique and entertaining voice messages,** offering the possibility of using voice Filters, musical or environmental background Bases and Sounds within the recordings, just like audio emojis. The users can **immediately access to 400 free Effects,** and more are available by in-app store purchases, or even by creating personalized ones. Fantasy is indeed the only limit on how to use the application.

Moreover, the app is also suitable for voice notes users for **professional and studying-related activities,** thanks to a fast and reliable **storage service** for the tracks, their immediate and **unlimited text conversion,** their editing through a **multifunction editor,** and the **cloud backup service.**

2REC directly targets the **international market** as a brand-new service that **works side by side** with all the **instant messaging apps** *(e.g. WhatsApp, Messenger, WeChat, etc.)* and **social networks** *(e.g. Facebook, Instagram, TikTok, etc.).* The application is **downloadable for free** and **doesn't contain advertising;** it is available for **iOS** and **Android** operating systems and optimized for international users with **15 languages available.**

A **first beta version of 2REC** was **released last summer** with the strategic objective, as is usual for digital startups, to test the market response, and to collect valuable feedback from end-users. iUP is currently involved in the **development of the "final" version,** improved on the functional side, optimized in performance, and with a more attractive user interface, which **will be launched in early 2021.** This version has not to be meant as the project ending point: 2REC is a structured project, **designed to evolve over time.** In fact, other additional features that will enrich and enhance the services available to users, have already been identified and analyzed. They will be gradually introduced. Among the features that will be released first, there are the **VoIP video calling,** lately more and more popular. The app's features will characterize them: some more oriented towards fun (single or group phone calls with "live" insertion of all the app effects), others dedicated at management (recording and archiving of work calls).

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