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LifeWay | Worship



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LifeWay Worship Licenses Nearly 1,000 Multi-Track Recordings to Interactive Worship Live

May 28, 2009 – (AUSTIN, TEXAS) LifeWay Worship and Interactive Worship Live (IWL) jointly announced today they have entered into an agreement which will allow Interactive Worship Live to create Interactive Backing Tracks (IBTs) from LifeWay Worship Project’s catalog of nearly 1,000 professionally recorded hymns and modern worship songs. The multi-track IBTs created by IWL from these master recordings will complement the resources Lifeway Worship is introducing to churches through its innovative Worship Project.

“We invested a tremendous amount of time, resources, and artistry to create tracks for the LifeWay Worship Project tailored specifically for congregational worship, so it was natural for us to connect with IWL,” said Patrick Watts, Manager of LifeWayWorship.com. “IWL’s unparalleled experience with their unique backing track format enables churches using real time audio solutions to take advantage of the same great recordings that are available in their basic form at LifeWayWorship.com.”

“The LifeWay Worship catalog will add incredible depth to our catalog with song titles from modern worship and modern re-tracks of traditional hymns,” said Phillip Edwards, CEO for IWL. “It’s obvious the producers of these recordings took their time getting the tracks right. As a result, our users will soon have the ability to use the worship enhancing features of IBTs with more popular song titles and in more genres.”

IBTs are multi-tracks that allow worship leaders live interaction with a multi-track recording to enhance the live worship experience. They allow worship leaders to “get inside the recording session” and easily select the instruments, vocals, clicks, loops, and pads required for their particular worship team. The worship leader can then repeat or loop sections of the song in real time allowing complete control in a live environment. IWL has a large and growing song catalog with songs from original masters in multiple keys and videos with synchronized lyrics. IWL also provides the consulting, software and hardware necessary to implement this technology in a specific live performance environment.

The first IBTs created from Lifeway Worship's catalog are immediately available at www.interactiveworshiplive.com and will complement the worship resources from www.LifeWayWorship.com. IWL and LifeWay Worship will be releasing new titles in the IBT format on an ongoing basis.

[LifeWay Christian Resources](http://www.LifeWayChristianResources.com) is one of the world's largest providers of Christian products and services. As part of LifeWay's church resources division, LifeWay Worship developed the Worship Project to provide churches of all sizes a unique, cost-effective, holistic package of worship planning tools that includes hymnals, sheet music, accompaniment tracks and videos. For more information, visit www.LifeWayWorship.com.

For more information on IWL and multi-tracks go to www.InteractiveWorshipLive.com or send an email to info@interactiveworshiplive.com.