

Ninja Jamm – Frequently Asked Questions

What is Ninja Jamm?

Ninja Jamm is an app that allows you to remix and reimagine songs and tunes in an intuitive way. It is not an app that simply allows you to mix two tunes together – Ninja Jamm presents you all the elements of a song, broken down into easy-to-access samples which include the original compositions and more besides.

Through touch and gesture controls and the intuitive Ninja Jamm interface, you are able to take an original song and reimagine it as you wish. Strip the bass and drums away and turn Eyesdown by Bonobo into a haunting piano ballad. Slow down the tempo and add reverb to the drums and bass lines to turn Take It Back by Toddla T into a down and dirty dub tune...the possibilities are endless. Ninja Jamm offers the user a way to engage with music that they love like never before.

Why just consume when you can interact and create? And all for less than the price of an iTunes single.

Why is Ninja Jamm a first for the music industry?

Ninja Jamm is more than just an app: it' s a brand new, interactive format for the distribution and consumption of music. It' s a new way for people to enjoy music and a new revenue stream for artists. It will sit alongside vinyl, CD, and digital MP3 downloads in all future Ninja Tune releases.

Record labels - and in particular independents record labels such as Ninja Tune - constantly seek new ways to engage their audiences and to answer the challenges met by competition from streaming services, and the increase in consumption of music via YouTube search or even file shares. Ninja Jamm is our response. Ninja Jamm is an invitation to engage with music in a totally new way...it' s a DJ tool to rock a party with; an immersive, novel, interactive music player; a way to experience first hand the hypnotic joys of experimenting with music creation: Ninja Jamm is your invitation to Enter The Mix.

Who made Ninja Jamm?

Ninja Jamm is a collaboration between Ninja Tune – the UKs largest independent record label – and art & technology creative Seeper.

How was Ninja Jamm developed?

Ninja Jamm was developed using Open FrameworksMAX MSP and Pure Data engines. More information on the making of the app can be found on the ' Making Of...' video, which you can access here.

Who releases songs for Ninja Jamm?

Currently we have a range of Ninja Tune and independent artist tunes available on the Ninja Jamm format. As the app grows, we hope to expand this to include artists from other labels, and even user-created packs, so you can upload your own tunes to Ninja Jamm.

What about Ninja Jamm for Android?

Ninja Jamm is a powerful interface optimized for iOS. One of the benefits of developing for Apple systems is that there is a good degree of standardization across platforms, handsets and operating systems...

Ninja Jamm is not currently available for Android. We would love to produce an Android version and have been encouraged by the Android users that have been supportive on seeing the app. Unfortunately most Android device audio hardware is not as powerful as seems to be required to run Ninja Jamm which needs low latency audio chips. This is why most audio apps eg Traktor, iMaschine are not available for Android. Hence the porting project is still in research phase. In any case we will need more time to develop and grow on iOS before we can decide on whether a launch for Android is practical.

Why is Ninja Jamm free?

Ninja Jamm is about sharing the fun of making electronic music. It' s complex enough to engage professional DJs and producers, yet its unique algorithms ensure that anyone can dive straight in and make righteous sounds immediately. The app is free and ships with Beats N Pieces by Coldcut, which gives everyone a chance to get Jamming.

But one of the core purposes of Ninja Jamm is to provide a new way for consumers to buy new music, and to provide new revenue streams for artists. At £0.69 for a tune and £1.99 for a four-tune EP, buying music through Ninja Jamm gives you great value as well as an amazing opportunity to connect with the music unavailable anywhere else.

What is planned for Ninja Jamm in the future?

Ninja Jamm is an evolving project.

Ninja Jamm currently releases new tunes at least every other Tuesday, presenting a mixture of brand new releases and some of the most cherished back catalogue tunes in the Ninja Tune library. This release schedule is expected to increase.

In addition, we regularly release free Tunepacks which are submitted by members of the Ninja Tune network – if you' re a DJ or producer interested in joining the collective, then email us at info@ninjajamm.com.

We have got tons of plans in store for the development of Ninja Jamm, including very soon the ability to upload your Tunepacks. For regular updates, download the app, and join the Ninja Jamm social networks on Facebook and Twitter.

Is it only open to Ninja Jamm artists?

We hope to engage other labels in our endeavor to make music more interactive and engaging. Ninja Jamm is open to everyone. If you' d like to be involved, simply email info@ninjajamm.com