

PRESS-RELEASE:

Cedro Rosa Digital Introduces AI and Blockchain-Powered Music Certification and Licensing at GITEX 2024

Dubai, October 2024 – Cedro Rosa Digital, a pioneering platform in global music certification and licensing, will make its mark at **GITEX 2024**, one of the world's largest technology events. The Brazilian company, founded by renowned producer and composer Antonio Galante, is set to showcase its innovative **CERTIFICA SOM** platform, which harnesses the power of **artificial intelligence (AI)** and **blockchain** to revolutionize the management of music rights. This innovative project, supported by the **Brazilian Trade and Investment Promotion Agency (APEX)**, represents a leap forward in how music is certified, distributed, and monetized on a global scale.

Revolutionizing Music Rights with AI and Blockchain

Cedro Rosa's CERTIFICA SOM platform is designed to solve the long-standing challenges of music rights management. By using blockchain, the system creates a decentralized, tamper-proof record of musical works, ensuring that every contributor—from composers to performers—receives proper recognition and royalties. AI enhances the process by accurately identifying musical compositions, enabling seamless licensing for films, advertisements, and games, while proactively addressing copyright infringement.

"CERTIFICA SOM is a groundbreaking tool for artists and rights holders, offering transparency, fairness, and efficiency in the music certification process. Through AI and blockchain, we are shaping the future of how music rights are managed and monetized," said Antonio Galante, CEO of Cedro Rosa Digital.

A Collaborative Brazilian Innovation

The development of CERTIFICA SOM is a **work in progress** in collaboration with Brazil's leading institution in intellectual property, the **Universidade Federal de Campina Grande (UFCG)**, which leads the country in patent deposits at the **Instituto Nacional da Propriedade Industrial (INPI)**. This project is further supported by **EMBRAPII**, **SEBRAE**, and the **Centro Tecnológico da Paraíba**, combining expertise in technology, innovation, and research to ensure the platform's success.

Global Expansion and Collaboration

Cedro Rosa Digital's participation at **GITEX 2024**—with support from **APEX**—marks a key step in the company's strategy to expand its influence in global markets. By presenting at this renowned tech event, Cedro Rosa aims to form strategic partnerships across Asia, Europe, and Latin America. The platform seeks to empower artists from diverse backgrounds, democratizing access to global music markets and offering cutting-edge tools for licensing and protecting creative works.

About Cedro Rosa Digital

Founded by Antonio Galante, Cedro Rosa Digital is a music certification and licensing platform that represents independent artists from five continents. Utilizing advanced AI and blockchain technology, Cedro Rosa ensures transparency, security, and equitable royalty distribution in the global music industry. The company is actively involved in audiovisual projects, offering comprehensive solutions for music certification, licensing, and international distribution.

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