
[IP Sounds Good to Me. How a Small Spanish Company Revolutionised the Classical Music Market](#)

NewMusicNow was founded in 2013 with the aim of providing musicians with a tool that improves the efficiency of their work and the quality of their performances. Since then, the company has been working intensively on the development of a “page-less scrolling” technology, which is an App available at the Apple App Store.

The story of the company began in late 2011 when a professional musician, a computer engineer and an expert in business management detected a couple of problems and disadvantages musicians were facing when using “traditional” music sheets.

In the course of six years NewMusicNow worked intensively on the development of a proprietary technology seeking to further position themselves in the field by participating in national and international R&D projects, and developing an international business and intellectual property (IP) strategy.

Additionally, please watch the [interview](#) with Julián de Juan, IP Advisor for NewMusicNow.

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