

EMBARGOED UNTIL APRIL 10TH 2014

## **'Trance' Mobile App, a Social Network for Dance, launches on iOS**

Mountain View, CA – April 10th 2014 – Trance, an app for dance releases today on iPhone. Trance is a social network for dance, where people watch, share, and record beautiful dance videos of all styles.

The app showcases 9 new dances every day, and allows users to follow artists and “heart” performances they like. Trance makes it easy to record dances up to 1 minute long through the app and share on other social networks.

“Our mission is to bring dance to the forefront. We built Trance to inspire and bring people together through dance”, said co-founder Harper LaFave.

Trance has been met with excitement in the dance community. “I love the app. It not only allows me to upload to a site that is strictly for dance, it allows me to expand my dance family”, mentioned Keontae, one of the first users of Trance.

Download “Trance – Social Dancefloor” now on the iOS App Store at [www.tranceapp.com/download](http://www.tranceapp.com/download), or follow on Facebook and Instagram at [tranceapp](#).

### **About the Company**

Trance is a startup founded by three alums from the Master of Human-Computer Interaction program at Carnegie Mellon University. The product was started at the TechCrunch Disrupt Hackathon in September 2013, and was one of the hackathon projects that got featured on TechCrunch. The team continued working on it full time for the next 7 months to launch the first live public version.

### **Press Contact**

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