



popsical

Press Kit

About our Company

The only Karaoke system that you'll ever need.

Popsical was founded in 2016 by three karaoke enthusiasts who were determined to revolutionise the karaoke experience. While karaoke systems have been around for a long time, they are often large and bulky, taking up a lot of space. Since its first sale in 2017, Popsical quickly went to becoming the best-selling Karaoke system in Singapore, promising to push the boundaries of an exceptional singing experience.

Its unchanging unique self-updating library of over 230,000 songs in 14 languages still remains and ensures that everyone can sing the song they love. The new versions are equipped with a suite of vocal effects that can be controlled directly on your microphone, or from the Popsical Karaoke mobile app with is free to download.



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The only Karaoke system that you'll ever need.

Popsical has combined the mixer, wireless receiver for the microphones and streaming device into a single equipment – a classy device that weighs less than one kilogram and can easily be portable. While the previous version of Popsical doesn't include a docking station this is now an upgrade to what was before.

The device grants the user access to a self-updating library of over 230,000 songs in 14 different languages, which are licensed from RIMSS (Recording Industry Music Services Singapore) and COMPASS (Composers and Authors Society of Singapore), providing a fun time for users of all races and ages.



Our products

popsical remix II

All-in-one luxurious karaoke that one will ever need.

With the newly enhanced Popsical Remix 2, it is ready to cater to all your expectations of what you envision Home Karaoke to be. There isn't a need for a speaker anymore - feel free to just plug it into your TV and sing away*! The premium set is furnished with a classy look, adding the finishing touch to what you need in your entertainment at home.

The company made its first entrance into the Singapore market in 2017 and subsequently into the Malaysian market. Expansion plans into Vietnam and other countries will take place within the 3rd quarter of 2021.

Popsical Remix 2 and Popsical Duet will be retailing at **\$599** and **\$299** and pre-orders for it begins from 16th September 2021 on **popsical.com**

popsical duet

An alternative to Remix 2 - the dynamic duo.

Popsical Duet is paired with Popsical TV, equipped with a fun and quirky look to add a touch of playfulness into your home. For consumers that take karaoke nights more seriously, choose this to pair it with your home sound system and enjoy the full experience of Karaoke night with your friends and family!





Unlimited song content library that pairs with your very own system.

If you have a full set of speaker and microphones at home, Popsical TV is the one that you will need. The extensive range of songs that we have curated for our consumers paired together with your very own gear will make your karaoke session effortless and enjoyable.



Users can even suggest songs that are not already in the cloud via the Popsical Karaoke app, and Popsical will add them in later. Content is available on their platforms with a 24-hour subscription package at S\$4.99 or a monthly fee of S\$10.99 *inclusive of GST.

Singapore:

24 hour pass

S\$ **4.99**
/24 hours
(incl. GST)

Monthly plan

S\$ **10.99**
/month
(incl. GST)

Malaysia:

24 hour pass

RM **5.99**
/24 hours

Monthly plan

RM **14.99**
/month

Popsical Remix also takes the thrill factor of their karaoke experience up a notch with its wide range of special voice modulation effects like the 'chipmunk', 'alien' and 'robotic' effects as well as the in-built pitch optimization. The self-updating library of songs is stored in cloud storage and boasts other features including a track request feature, track list queue and accommodating connectivity with multiple devices.

* External speakers/soundbars are still preferred for the whole karaoke experience.

Comparison

Find out which product suits you best



Remix II



Duet Bundle

✓	Need a constant internet connection	✓
✓	Song is always updated daily	✓
✓	2 x Wireless rechargeable Microphones	✓
✓	Only tv is needed to start singing, speaker is optional	✗
✓	Able to control mic settings via the app	✗
✓	New User Interface	✗
✓	Voice effects	✓
✓	AI Scoring feature	✗

USD \$499
SGD \$599
RM 1,599

Price

USD \$299
SGD \$349
RM 999

Founders

Faruq Marican

Faruq is the Founder and the Chief Executive Officer of Popsical. He graduated from Indiana University (Bloomington) with a bachelor's degree in Liberal Studies in 2010.

He was also the vice president of BANQ - the online division of TriPoint Global Equities, a FINRA member, and an SIPC insured broker dealer - aiming to provide individual investors with direct access to the primary and secondary equity markets.

He loves to sing any song by The Beatles.





Founders

Fadhli Rahim

Fadhli is the Co-Founder and Chief Technology Officer of Popsical. Prior to co-founding Popsical, he worked as a Software Engineer at Viki in 2012 - a startup which was acquired by Rakuten for USD\$200 million in 2013. His passion lies in the intersection of engineering and product.

In Popsical, he is in charge of software architecture & design, platform, encoding/transcoding video streams, deployments and building a hard-hitting team to build the best karaoke product in the market.

Not only does he enjoy singing, he is great at it too.



popsical

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press kit and more from:

www.popsical.com