

PRESS RELEASE

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Soundbrenner Enhances Proven Vibrating Digital Rhythm Platform and Musical Performance Experience To the Human Body with New Accessory

Soundbrenner Pulse Body Strap available at www.soundbrenner.com for Pre-Order Now

Hong Kong -- June 6th, 2017 -- Soundbrenner, creator of the smart vibrating metronome, is proud to announce the launch of the new Soundbrenner Pulse Body Strap, designed and made specifically to enhance the performance, utility and soul of the Soundbrenner Pulse. The new accessory gives musicians the ultimate freedom to find the best position on the body, enabling them to feel each vibration with greater strength and precision. The Body Strap is available now for pre-order on www.soundbrenner.com and carries a MSRP of \$29.00 USD.

Soundbrenner officially launch of the Soundbrenner Pulse, the first smart wearable metronome in 2016. Unlike traditional metronomes, Soundbrenner Pulse replaces the distracting audio “click” with strong, tactile vibrations that pulse the beat directly onto the body, freeing up the musicians’ ears and allowing them to listen to the music they play.

Florian Simmendinger, CEO of Soundbrenner comments, “The Soundbrenner Pulse is a professional tool, designed to be the perfect companion and help hardworking musicians to achieve mastery of their craft. We constantly receive feedback from customers saying that this new form of rhythm experience has really helped improve their time keeping.”

As the company continues to extend the usability of the Soundbrenner Pulse for musicians, the team introduces the Soundbrenner Pulse Body Strap. Designed for all musicians, the new strap will unlock musician’s full potential by providing utmost flexibility and freedom to wear the Soundbrenner Pulse around their chest, shoulder, thigh or anywhere on their body. While playing, the Body Strap will enhance the accuracy and strength of each vibration delivering a rich, natural and musical experience

Industrial designer Ray Horacek, former Innovation Catalyst at PUMA and co-founder of Anamaly Design, states that, “Usability and functionality are at the core of the design of the Soundbrenner Pulse Body Strap - the device needs to be held tightly enough to the body that the vibrations can be felt even with large body movements while playing music, but at the same time needs to be comfortable to be worn for hours at a time. This is especially important for drummers as some find it difficult to feel the vibrations from the Soundbrenner Pulse when wearing on their arms or ankle. We used multiple anthropometric data sets and user testing with musicians to optimize the size range to be able to fit most body types, but once you have adjusted the strap to your size it’s a quick and simple single step to put on and take off.”

The Soundbrenner Pulse Body Strap is available for pre-order on www.soundbrenner.com and will carry a MSRP of \$29.00 USD. The Body Strap will also be available for purchase at Guitar Center, Musician’s Friends and Amazon.com in Q3. For more information on the Soundbrenner Pulse or Soundbrenner Pulse Body Strap, visit www.soundbrenner.com.

About Soundbrenner Limited

Soundbrenner Ltd. is a music technology start-up committed to bringing new innovations to the music industry and creating the best musical tools for modern musicians that facilitate musical expression. Its first product, the Soundbrenner Pulse, is the first smart wearable device designed specifically for musicians. The Soundbrenner Pulse helps musicians stay on the beat by delivering silent, precise vibrations that let them feel the desired beat on their skin; the Soundbrenner app offers tools to help musicians improve their sound. Founded in 2014 by three entrepreneurial musicians, the company is backed by Hong Kong-based IoT accelerator Brinc. The Soundbrenner Pulse is now available at premium retailers around the globe including Amazon.com, Guitar Center, Musician's Friend and many more. More information is available at www.soundbrenner.com,

Download Soundbrenner’s free standalone app "The Metronome by Soundbrenner" for iOS or for Android.



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