



For Immediate Release

Contact: p: (512) 218- 6888
e: sales@m3design.com

Interactive ‘Soundscape’ Redefines Listeners’ Music Experiences *M3 Design Creates a Concept To Enrich How We Experience Music*

AUSTIN, TX (December 8, 2006) - Consumers are forever seeking deeper experiences with their music. Since the advent of digital music, formats such as the CD and the MP3 have shifted music away from being a multi-sensory experience to solely an aural one. The product development firm M3 Design introduces “Soundscape,” a revolutionary concept in sound experience that incorporates the latest high-tech audio capabilities with the visual beauty and interactivity that once covered the exterior and interior of an album.

The interactive Soundscape experience concept hybridizes old and new music habits, offering the listener both an aural and visual journey that M3 Design considers “the new album experience.” Advantages of the digital music world—streaming music, digital quality, and user control—are maintained and enlarged upon. “We looked at what’s missing from today’s digital music experience and recognized a real opportunity for both music fans and musicians,” says M3 Director of Design Jeff Mulhausen, IDSA. “We realized what we as listeners were craving was the innovative graphic and packaging design that defined the experience of albums beyond what was recorded. The musicians were simultaneously looking to return listeners to albums as a cohesive concept rather than as a few hit singles.” Musicians ranging from Beck to Neil Young to Tool have recently presented creative formats to engage listeners with their albums as collective works. In a statement to *The New York Times* about his most recent album, Neil Young said, “to understand the songs, you need to understand where the whole album’s coming from.”



Just slightly wider than a magazine, Soundscape is the perfect size for visual artwork and is a flexible, multi-page canvas for the musician's expression. Through state-of-the-art technology, listeners navigate the Soundscape content by selecting touch-sensitive "conductive traces" embedded in the paper. Leading-edge technology allows for printing a programmable grid on each page with hundreds of possible interaction points, as well as a photovoltaic cell for power and a flexible transmitter for wirelessly accessing the Internet. A unique wireless ID accesses the internet via WiMAX, authorizing and unlocking music files and other content. By streaming content from the Web, no solid-state memory is required and the complex issues of digital rights management are solved.

A clear lens magnifies the spine text, which is designed to be a large-format showcase for the artist's name and album title for bookshelf placement. Additionally, retail and music stores will have copies of each album unsealed to allow consumers to pick up any Soundscape and take for it a test drive. Music content streams through the listener's earpiece or cell phone accessory as he views visual artwork and reads liner notes for a full musical experience.

M3 Design integrated its entire team of industrial designers, electrical and mechanical engineers, and manufacturing and technology experts to conceive of and design Soundscape. The concept was to challenge the music industry to restore music as an art form in the digital realm and once again create an integral music experience for the consumer. "We also wanted to return to the collective experience of an album, where the musicians showcase their vision through the selections of music, images, layout, and text," notes Mulhausen.

M3 Design draws from diverse expertise in industrial design, mechanical engineering, electrical engineering, and manufacturing to create breakthrough product solutions for clients ranging from Fortune 50 companies to entrepreneurial start-ups. M3 Design collaborates with global clients to enhance product experiences in such market sectors as consumer electronics, consumer products, medical equipment, network devices, and industrial machinery. More information can be found at www.m3design.com

###