

PRECIOUS SOUND PRESS BRIEFING

PRECIOUS SOUND HAS CREATED A PATENTED TECHNOLOGY TO MAKE FULLY PLAYABLE RECORDS FROM GOLD, PLATINUM, AND SILVER.

STRONG GROWTH IN VINYL RECORD SALES HAS CREATED A MARKET FOR LUXURY MUSIC MEMORABILIA. OUR RECORDS ARE THE ULTIMATE KEEPSAKES, REPRESENTING THE UNIQUE CONNECTION BETWEEN ARTISTS AND THEIR FANS AND IMMORTALIZING THE MUSIC.



WHAT

5-inch records that can be played on any manual record player and are customized for any artist's project with up to 5 minutes of music

They come in two ranges – the pure range, made of pure silver, gold, or platinum, and the precious range, which has a copper core coated with silver, gold, or platinum.

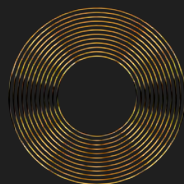
All precious metals are from recycled sources.

HOW

It took more than 5 years of research and development to achieve this, with more than 1000 test cycles to determine the optimum process of mastering, cutting, and pressing

The records are produced with Precious Sound's patented technology, pressed at a pressure of around 1,200 tons, compared to 80 to 120 tons for vinyl.

The mastering and cutting process was developed with its German master engineer Ludwig Maier.



PRECIOUS SOUND PRESS BRIEFING

WHY

Our records are intended to be everlasting mementos for fans to celebrate their favorite musical artists and are a new medium of music, in addition to vinyl.

“I was inspired to create these records when I learned that the gold and platinum records celebrating an artist’s success couldn’t really be played. These are often vinyl records dipped in gold or platinum. When played, the sound from these award records is heavily distorted and they often don’t even contain the original music.”

Mark Sutton, Co-founder



WHAT'S NEXT

With the technology perfected and ready for production, Precious Sound has partnered with artists and record labels to release limited-edition, precious metal versions of their music.



“We are collaborating closely with artists and their teams to release the ultimate keepsakes. Our pipeline contains projects such as a gold record to mark the 50th anniversary of a major hit song and a silver record for a 25th anniversary. Our records immortalize and celebrate great music, and it is a unique medium that represents the special relationship between an artist and their fans.”

Ursina Beerli, CO-Founder

ABOUT US

Precious Sound has pushed the material possibilities of music to create a new medium through which to experience it: playable gold, platinum, and silver records. It was formed by Mark Sutton and Ursina Beerli, two friends with deep experience in precious metals and an adoration for music and its emotions. The company is based in Zurich, with a second base in New York, and a production partner in Munich

