



EMI Music UK launches UK's first touch screen listening posts

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The broadband-connected posts offer brand new track and video releases and exclusive interviews from EMI Music artists

PR9.NET December 06, 2005 - Today, EMI Music UK launches the first network of broadband-connected, touch screen listening posts in independent record shops across the UK. Unlike previous listening posts, the new devices, called Soundscreens, can be updated remotely by EMI, meaning consumers will have access to new music on the day of release and often pre-release. EMI will also be able to personalise the posts region to region, loading material onto the post that can support artists' touring schedules.

Developed by Inspired Broadcast Networks (Inspired) and EMI Digital Media, the posts offer a wider range of content and a higher degree of interactivity than their predecessors. While listening to new releases from EMI artists, consumers can watch artists' recent videos, as well as view exclusive artist interviews.

Phil Armorgie, Head of Field Sales & Promotions at EMI Music UK, comments, "This new technology offers us greater scope in the range and immediacy of material we can now deliver to consumers with a high degree of personalisation. This means we can react quickly to regional tastes, as well as change material on the posts to support artists' UK touring schedules in the local community. Increasing the interactivity and choice we can offer adds value to the relationship we have with consumers, ensuring our dialogue with music fans remains as current and fresh as possible."

Additional content, including album artwork, adds to consumers' visual experience. The posts will also inform fans of relevant and soon-to-be released music DVDs.

Matt Porter, Business Development Director at Inspired, comments, "These new posts provide a huge leap forward in how consumers sample new releases. They open up music choice even further, ensuring consumers have access to the fullest selection as and when they want it."

This is not the first time Inspired has helped bring analogue products into the digital world. In January 2004, Inspired launched the UK's first network of digital jukeboxes, allowing users to choose from any one of over 2 million tracks. This year has also seen the roll-out of Inspired's first Urban Digital Vending (UDV) terminals in Ireland, allowing consumers to buy digital content from machines in public spaces.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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