

## Introducing the Soundbrenner Core, the 4-in-1 Smart Music Wearable Every Musician Should Use

*The Soundbrenner Core combines the accuracy of professional music tools with the convenience of wearable technology, launches exclusively today on Kickstarter.*



**SAN FRANCISCO** – October 2nd, 2018 – Music tools are essential to every musician in the world, no matter their instrument or skill level. Today musicians are forced to choose between outdated and outlived music devices that are cumbersome to deal with or, mobile apps with questionable reliability. This changes today, with the introduction of the Soundbrenner Core. Engineered by Soundbrenner in Berlin and in Hong Kong by a team of entrepreneurial musicians, this innovative music tool makes it easy for musicians to be at their best every time they practice or perform. The Soundbrenner Core is now exclusively available on [Kickstarter](#) with special early-bird pricing.

The Soundbrenner Core is a multipurpose device that combines the accuracy of professional music tools with the convenience of wearable technology; including a vibrating metronome, magnetic twist tuner, decibel meter, and your everyday watch. The Soundbrenner Core comes in two premium models, one

made of high-quality polycarbonate and aluminum, and one in the material most favored by traditional watchmakers, stainless steel. Both carry a rating of IP66 and are water and dust resistant. Soundbrenner is also launching new accessories, including five interchangeable watch straps, made from silicone, woven nylon and premium Italian leather.

"Today's music tools are so bad, that we don't use them as often as we should, ultimately making us worse musicians. Instead of using nothing or compromising with basic apps, you can now have the best professional tools always with you at the convenience of your wrist. Any place, any time. It's the first device that actually gets out of the way, instead of in the way between you and your music," explains Florian Simmendinger, CEO of Soundbrenner.

### **The Soundbrenner Core - the 4-in-1 Smart Music Tool**

1. Vibrating Metronome - The vibrating metronome allows musicians to actually feel the beat, replacing the intrusive audible "click" with vibrations 7x stronger than the average smartwatch. It can be used stand-alone or in synchronization with up to 10 devices worn by other musicians. The vibrating metronome is based on Soundbrenner's first product, the Pulse, which has sold been more than 50,000 times and is now available in music in stores in over 40 countries.
2. Magnetic Twist Tuner - The Soundbrenner Core twists off from its base and magnetically attaches to any guitar, bass guitar, ukulele, or violin. Thanks to its built-in piezo contact microphone, the Soundbrenner Core is capable of detecting micro-vibrations from the strings and provide accurate tuning, even in the noisiest environments. The signature Soundbrenner LED ring serves as a guide that uses color indicators to help the musician tune to the right note.
3. Decibel Meter - With the goal to minimize the risk of hearing impairment that musicians are exposed to, the Soundbrenner Core introduces a decibel meter that's always with you. It monitors the surrounding volume levels and alerts the user when they are exposed to levels that can become potentially harmful.
4. Watch - The device also serves as an everyday watch. It is capable of receiving push and call notifications from a user's iOS or Android smartphone.

### **The Soundbrenner App**

The Soundbrenner Core seamlessly integrates into Soundbrenner's original metronome app, giving musicians the ability to create and share setlists and take advantage of advanced customizations. The app, with over 2 million downloads worldwide, is used by 320,000 musicians every month and ranked as the highest rated metronome app for both iOS and Android.

"Our goal is to create music tools that musicians actually want to use. To understand their needs, we reached out to hundreds of musicians during our product development phase, from casual musicians to world-class artists such as John "JR" Robinson, the most recorded drummer in history " adds Julian Vogels, CTO of Soundbrenner.



UNDER EMBARGO UNTIL 10/02/2018, 9am EST

Contact: Alicia Eyme, Oxygen PR

[alicia@oxygen-pr.com](mailto:alicia@oxygen-pr.com)

415 910 4643

### **Pricing and Availability**

Starting today, the Soundbrenner Core is now exclusively available worldwide on Kickstarter via <http://kickstarter.soundbrenner.com> with special early-bird pricing.

### **Product Specs**

Body: Assembly of polycarbonate & aluminium or stainless steel with IP66 water and dust protection.

Diameter: 45.5mm.

Rig: Magnetic rig that holds the Soundbrenner Core firmly in place and allows removal via a simple twist.

Screen: 2x 0.68" OLED displays, covered with protective mineral glass.

Motor: Advanced high-quality eccentric rotating mass (ERM) vibration motor, rated 7G.

Microphones: Piezo contact microphone for tuning, MEMS digital microphone for decibel levels.

Battery Life: Up to 3 day usage with 30 minutes of daily play time of the vibrating metronome.

Connectivity: Bluetooth 5.0 for iOS and Android, backwards compatible with Bluetooth 4.0 and above.

Straps: Interchangeable straps made from silicone, woven nylon or premium Italian leather.

For more information and tech specs, visit Soundbrenner's [website](#), [Kickstarter campaign](#), or contact Alicia Eyme at [alicia@oxygen-pr.com](mailto:alicia@oxygen-pr.com).

###

### **About Soundbrenner:**

Soundbrenner is a high-growth music technology startup from Berlin and Hong Kong, founded by two entrepreneurial musicians in 2014. Soundbrenner's mission is to bring great design and advanced technology to every musician on the planet, by combining wearable music tools with great software. This product ecosystem is designed to be used every single time music is made anywhere. To date, Soundbrenner sold and shipped over 50,000 wearables, which are available in music stores in over 40 countries. Soundbrenner's apps were downloaded over 2 million times and are currently used by over 300,000 musicians every month.