

PRESS RELEASE

Proving House Digital *Sonic eBook*



The Helmholtz Resonators *Wooden Man*

Proving House Digital have developed a brand new way to package music, video and text from your favourite musicians, events and artists. Joining forces with London musicians **The Helmholtz Resonators**, they are showcasing the format as a vehicle to release the band's latest single and video - **Wooden Man**. They are very proud to present the **Sonic eBook**.

Using *Wooden Man* as a test case for the new format has seen Proving House Digital create a fully realised campaign, with staggered updates that allow the *Sonic eBook* to download content suitable for use in social media marketing and events listing. With full individual consultation, each *Sonic eBook* can be tailored to suit the client's needs - whether it's a basic package to showcase videos, products and buy-links, or a fully immersive world offering a portal into the minds, imaginations and music of the users' favourite musicians.

The sonic eBook was conceptualised and built by Proving House Digital. An all in one package in ePub form, it is fully interactive utilising music, video and animation in a fixed layout form with touch/button functionality that can also utilise active links for ticket, merchandise and mp3 purchasing. Whilst designed primarily for iOS, an ePub is not beholden to third parties, you can offer a file direct from your own site with most, if not all devices being able to view the content via reader apps, presenting an opportunity to gather user data first hand. You can, of course, distribute through the iTunes store which is great for providing seamless updates. Internally, it's a fully functioning microsite that can function without connectivity, costs a fraction of the price and is small enough to fit on an iStick. Ideal for events with limited wifi capability such as festivals, or as a way for bands, musicians and labels to showcase their music with fans, offering value-add to any campaign.

Proving House Digital was established in 2012. Since then they have been hard at work adding extra dimensions and exploring the boundaries of eBooks and other electronic publications in a way that gives audiences a richer and more interactive experience. Whilst they are passionate about the music industry, they have worked with fiction, education and commercial publications, bringing their strong vision and keen sense of story to every project. Because technology offers so many ways to make content more accessible, more usable and more beautiful... it would be rude not to.

Wooden Man will be released via **Proving House Digital** on **23rd October 2015** as a free **Sonic eBook**.



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