

RING THE CHANGES WITH CHRISTMAS GIFTS THIS YEAR

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Being driven mad by a friend or loved one's mobile ring tone? Well why not buy them a new one to be delivered directly to their phone on Christmas day.

This novel service is being offered by www.protones.net, the website set up by professional musicians to offer a better quality of ringtone. Called snowtones, the gifts on offer include a selection of 50 favourite Christmas chart toppers, carols and other favourites, along with Protones' usual choice of popular film & tv soundtracks. Each snowtone gift costs £3.99 and includes a personal text message from the gift buyer that will be sent to the person receiving the gift via Protones on Christmas day. A second text will inform them where the ring tone is stored. All this can be set up by filling in a simple form on the Protones website.

Each of Protones' tunes is individually crafted to work on a mobile phone by film, tv & computer game soundtracks company Bob & Barn Ltd. Using a unique way of transforming a score into a ring tone friendly format, they spend up to two days on each one to ensure they are as close to the original as possible. They will also give customers a free tone if they are not completely satisfied with their first choice.

Taking advantage of their enviable connections with film composers and orchestrators, Protones have been able to source full master scores to work from. From this score an orchestrator creates a 'take down' or shortened lower polyphony version (ie squeezing a 90 piece orchestra into a 16-note polyphonic ringtone), which is then loaded to a musical sequencer program. Protones then create the ring tones from this file by prioritising certain sounds, changing volumes and generally ensuring the end result is the best sound possible for the current polyphonic handsets.

Protones is also the first website to have an official licence to sell Star Wars ringtones.

To buy a snowtone for a friend or loved one visit www.protones.net. The service will be available from 1 December.

Further press information:-

Judith Gaskell

01223 309288/0781 4523734

judithgaskell@austin999.fsnet.co.uk

Note to editors: Protones are offering you the opportunity to download three free soundtracks that show a good cross section of what they have to offer. These are James Bond, Grandstand and Ride of the Valkyries (Apocalypse Now). Just go to www.protones.net/media.php and we'll do the rest. And if there's another soundtrack on the list you'd prefer please contact Judith Gaskell.