

Send loved ones a Band Aid 20 ring tone on Christmas Day

Submitted by: Cambridge PR

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Deliver the true spirit of Christmas to a friend or loved one by buying them a professionally created ringtone of Band Aid 20's Do They Know It's Christmas?, which will be sent directly to their phone on Christmas Day and raise money for the charity.

Launched on 1 December, this novel service is being offered by www.protones.net, the website set up by professional musicians to offer a better quality of ringtone. Band Aid 20 is among 50 'snowtones', which also 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 (50% of the profit of the Do They Know It's Christmas? ringtone will be donated to the charity) 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 BandAid20 for a friend or loved one visit www.protones.net. The service will be available from 1 December.

Further press information:-

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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.