CHALLENGE REALITY.

This Week's Spotlight:

Stay Hungry—we're cooking something off.menu. #ChallengeReality

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Σ TL;DR

Who Turned On The Lights?

It's a brief update this week as we keep our heads down and noses to the grindstone—speaking of which, someone's flipped the switch on our logo, bathing it in a whole new light (quite literally!).

Meanwhile, we're keeping quiet on our latest endeavor, but stay alert. Keep an eye on Cromagnus's X for those impromptu live art sessions on Twitch — make sure those post notifications are switched on to catch the magic as it happens.

New Community Events

We're also excited to introduce two new community events every Friday and every Saturday going forward. Grab your SANWEAR and join in!

Join Discord

☰ SANWEAR In the Wild

GT is Taking Over!

Three community testers (and legends) showing off their rigs and SANWEAR-GT test units.

B0tak with SANWEAR-GT

Koa with SANWEAR-GT

Junior with SANWEAR-GT

SANWEAR™ GT

$499.00

Pre-Order Now

v Hot From DL's Desk

GT Exclusive: Tuning + Testing

This week, DL gave us an exclusive look at the meticulous tuning process behind the SANWEAR-GT, taking us from the foundations to the fine-tuning that defines SAN Sound's quest for audio perfection.

Foundations in Hyper Reality: "Our journey begins with the Hyper Reality Audio that's been our market staple," DL starts. He describes this baseline as crucial, something that's been tested and proven with streaming music and movies but notes, "where it falls short is connectivity for gaming."

Connectivity Challenges: "Every time you change connectivity technology, you go back to the drawing board," DL explains. It's a challenge to ensure that the specs of Hyper Reality Audio are met, no matter the platform.

The Art of Sound: DL likens the process to Michelangelo unveiling a sculpture from marble, **"The art already exists in the technology; it's up to us to uncover it."** This is the philosophy that drives his approach to tuning the GT.

On-the-Ground Testing: "You have to live it," says DL, emphasizing the importance of experiencing gaming firsthand to truly understand the needs and nuances required for perfect audio tuning. It's about more than frequency responses—it's about capturing that elusive 'feeling' that gamers seek.

Fortnite as a Benchmark: "Testing in Fortnite is more than survival; it's about avoiding being blindsided," he shares. For DL, the success metric in testing isn't just about not getting 'run over.' It's about auditory cues that are crucial for tactical gameplay. "You need to hear not just that a car is approaching, but from where and how fast."

Latency and Usability: "Zero latency is non-negotiable for the serious gamer," asserts DL. Designed for versatility, adapting to the focused intensity of gaming with the SANSYNC dongle that activates gaming mode. For those out and about, Hyper Reality Audio experience remains seamless, without the need for any additional hardware. It's the kind of dual functionality that suits the dynamic lifestyle of us all.

As DL speaks, it's clear the SANWEAR-GT is more than a product; it's the result of a deep understanding of and commitment to the gamer's experience.

We don't aim to meet expectations; we aim to define them, to give gamers the tools to hear the world not only as it is but as it could be—richer, clearer, and full of potential.

Pre-Order SANWEAR-GT

↳ ♫ Sound Bytes

Dream On: The Anker Soundcore Sleep A20 earbuds combine comfort and sound customization for sleep, featuring noise control options and soothing soundscapes. They also track sleep patterns, offering a non-clinical overview of rest quality. Read More.

Gaming + Music: Roblox and Fortnite are becoming vital platforms for music artists targeting younger audiences. These gaming sites are not only venues for virtual concerts but also spaces where artists can create interactive experiences and merchandise, integrating music directly into gameplay to engage fans. Read More.

Amplify Indie Music: Warner Chappell Music has teamed up with BandLab Technologies, leveraging ReverbNation to enhance support for independent artists. This partnership aims to provide emerging musicians with the tools and platforms necessary to grow their presence in the digital music industry. Read More.

Trading Advantage: Music offers traders a cognitive and emotional boost, aiding focus and stress management. Utilizing genres like classical, ambient, and Lo-Fi Hip Hop can enhance productivity by creating an optimal auditory environment for sustained attention and better decision-making in the fast-paced trading arena. Read More.

⊕ Community Huddles

Road to EDCON with SAN Sound!

This week's Twitter Space, "Road to EDCON with SAN Sound," took the place of our regular Town Hall. Here's a recap of some key moments from the session as we gear up for an exciting July in Tokyo:

- **EDCON Overview**: We began by discussing our excitement for attending EDCON in Tokyo. EDCON is a globally recognized, non-profit conference that plays a crucial role in advancing the Ethereum ecosystem and enhancing community interaction across the globe.
- **Community and Collaboration**: During the session, Devin emphasized the importance of community feedback in shaping our products. This collaboration helps refine our offerings to better meet your needs and reflects the shared values between EDCON and SAN Sound.
- **Cultural Synergy**: We explored how Japan's commitment to craftsmanship and quality influences our work at SAN Sound. The Japanese market's renowned focus on high-quality audio products aligns with our dedication to excellence in audio engineering and reflects the heritage of our founding members.
- **Personal Stories and Team Insights**: Members from both teams shared their personal journeys and the passions that drive their daily work, highlighting how intertwined our teams have been and how our shared goals have united us over the years.

We're thrilled about the opportunity to engage with the global Ethereum community in Tokyo. EDCON is not just a conference; it's a meeting point for some of the brightest minds in the Ethereum ecosystem, and it's an honor to be part of that.

Stay tuned for more updates as we get closer to the event.

Listen to the Town Hall Here

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Today's email was brought to you by Katalina Vasquez
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