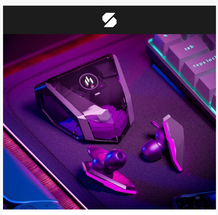

This Week's Spotlight

This week, we closed the claim period for SANWEAR-GT test units and kicked off an exciting presale, complete with exclusive apparel offers for early supporters.

In Today's Email:

- Σ **TL;DR:** SANWEAR-GT Presale Now Live
- ☰ **SANWEAR In The Wild**: Moongru, Godcloud, and Swanny Take the Stage
- ♥ **Hot From DL's Desk**: What Makes GT's Special? SANSync.
- ♪ **Sound Bytes**: Gen Z, Gemini, and More
- ⊕ **Community Huddles**: GT Arrives, Marketing Updates, Newsletter, and More

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Σ TL;DR SANWEAR-GT Presale Now Live

SANWEAR-GT Presale is Now Live

The claim period for SANWEAR-GT test units ended on April 24th at 9:30 AM PST. If you're wondering about the "claiming," don't worry—if it was for you, you'd know. Now, we're thrilled to announce that the SANWEAR-GT presale is officially open! Here is what presale will get you:

- 🎧 **SANWEAR-GT**: Our groundbreaking in-ear gaming headphones.
- ⏩ **Priority Delivery**: Get your hands on the latest wear before anyone else.
- ★ **Exclusive SANGEAR**: Secure a piece from our upcoming apparel collection, exclusively available for presale participants.

Already, 11% of our limited supply has been snapped up. Don't miss your chance to be part of this audio revolution—visit our website now to secure your presale purchase.

Artist Spotlight: Meanwhile, on Twitch, artist Crimagnus has been captivating us with live drawing sessions. Tune in to watch creativity in action, weekly.

That's all for this week, folks! Stay tuned for more SAN Sound updates.

PRE-ORDER SANWEAR-GT

☰ SANWEAR In the Wild

🔥 🔥

MoonGru wears GT.

SANWEAR™ GT
$499.00
Shop now

Yo these headphones crazy!!

Godcloud wears Nomad.

NOMAD
$399.00
Shop now

Well well well.... What do we have here? Gaming devices - one enables you to play games on bitcoin, the other is headphones. What do they have in common?

Both first movers in the field!

Swanny wears Chi.

CHI
$399.00
Shop now

♥ Hot From DL's Desk: What Makes GT's Special? SANSync.

Unveiling the Power of SANSync in SANWEAR-GT

As gaming audio continues to evolve, SAN SOUND is at the forefront with the SANWEAR-GT. More than just sleek design or Hyper Reality Audio™, it's SANSync technology that sets it apart.

What is SANSync?
SANSync is our proprietary technology that radically changes how audio syncs with gaming and multimedia devices. Traditional Bluetooth can lag, but SANSync delivers ultra-low latency. That means the sound you hear is perfectly in sync with the action on your screen—no delays, just real-time audio that elevates your gaming.

How do I activate it?
SANSync not only brings ultra-low latency and high fidelity but also makes it incredibly easy to switch to gaming mode. A quick tap on each side unit of your SANWEAR-GT three times activates gaming mode, optimizing your audio setup without fuss. Just tap, play, and get ahead in the game.

> "[SANWEAR-GT has a] similar audio engine as SANWEAR but the biggest differentiator is SANSync, which allows connection with consoles and desktops via USB audio. It has nearly imperceivable latency and even higher fidelity transmission than typical Bluetooth A2DP protocol. Plus, you can have simultaneous microphone communication, while maintaining Hyper reality audio during gaming, all in a pocket-size form. It's literally plug-and-play." DL explains in Discord, highlighting the groundbreaking nature of SANSync.

Beyond Gaming, its exceptional audio synchronization and fidelity enhance all audio experiences. Whether you're watching a movie, listening to music, or on a conference call, the SANWEAR-GT adapts to ensure superior sound quality.

Join the Community

Want more direct insights from DL? Drop by our Discord. It's the perfect spot to chat with our team, ask your questions, and even game with us.

We regularly put our SANWEAR-GTs to the test, and we'd love for you to join in and experience the difference firsthand.

Join Discord

♪ 5 Sound Bytes

Gen Z's Brand Playbook: Gen Z digs brands that get real with music. They're all about genuine interactions and immersive experiences at concerts—think less traditional ads, more cool vibes and engaging activities. Read More

Gemini Cranks Up the Music: The Gemini Assistant is tweaking the music streaming game. It's making it super easy for users to pick their favorite tunes from their preferred platforms, which means no more fumbling around with settings or poor integration. Read More

Vinyl Day's Greatest Hits: Record Store Day 2024 is dropping some exclusive vinyls that are music to any collector's ears. With special releases from big names like Taylor Swift and Olivia Rodrigo, it's a major win for indie record shops and vinyl lovers. Read More

Qobuz: The Audiophile's Choice: Qobuz is a premium music streaming service that provides over 100 million songs in lossless FLAC format, up to 24-bit 192kHz quality. While focusing on superior sound quality and features like offline access, album liner notes, and a dedicated community, Qobuz lacks broader multimedia content and integration with smart home devices, positioning it as an upcoming favorite. Read More

When Do We Stop Discovering New Tunes? Spotify's data suggests we often stop discovering new music by our early 30s, a phenomenon linked to nostalgia and the comforts of familiar sounds from our teenage years. This "music paralysis" reflects a broader trend where our openness to new experiences, including music, tends to decline as we settle into our preferences established during formative years. Read More

Hawkeye Music Publishing's Strategic Acquisition: Richard Sturrgf, now at the helm of Hawkeye Music Publishing, has spearheaded a significant move with the acquisition of Round Hill. This strategic purchase aims to enhance Hawkeye's influence and catalog in the music publishing sector, solidifying its position in a competitive industry. Read More

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⊕ Community Huddles

Town Hall Recap: GTs Arrive, Marketing Updates, Newsletter, and More

Diving into the action from our recent Town Hall, here's what we discussed:

- **Community Stories**: Our community isn't just online; real-life connections happen too. A chance discovery that two members lived in the same town led to @thesqueezkloud picking up a Nomad Faction Edition SANWEAR. It was confirmed firsthand—they go crazy!
- **AI and Music**: The conversation took a deep dive into AI's role in music production. We discussed how technology is influencing creativity, sparking a robust debate on maintaining the human touch in art amidst advancing tech.
- **Feedback Importance**: We emphasized the importance of community feedback on the SANWEAR-GT. Each review and user story is instrumental in refining our product and ensuring it meets our shared expectations.
- **Pre-Order is Here**: The pre-order for the final production units of SANWEAR-GT is now open! Already, 11% of our limited supply has been snatched up. Secure your early access here for guaranteed delivery by Summer 2024.
- **Earth Day Reflections**: Amidst our tech talk, we celebrated Earth Day, sharing how we connect with the planet through outdoor activities and how SANWEAR enhances those experiences.

Missed the Town Hall? No worries—grab the replay below and be sure to join us again next Monday at noon PST.

Listen To The Town Hall Here

Soundscape Mobile App

Soundscape

Built exclusively for SANWEAR.

IOS

GOOGLE PLAY

Today's email was brought to you by Katalina Vasquez
with editing by Mark Brunies, Will Dahlquist, and Devin P. Marty.

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