

Music is more than just sound,  
it shapes our memories, emotions, and experiences  
It has the power to bring people together

“Music is the universal language of mankind”

Henry Longfellow American Poet



Jaren Stover  
Animation & Visuals



Will Waris  
Design & Marketing



Abi Schmidt  
Packaging & Branding

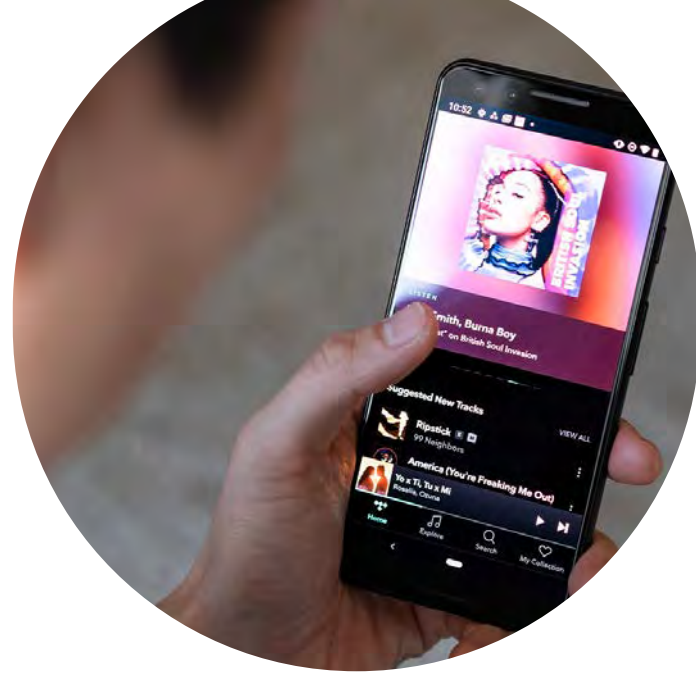


Reconnect with Classics - Discover New Favorites

STUDIO  
**801**

Do you remember the joy of building your music collection?





Do you enjoy the ease and variety of music streaming?



Your style matters and your music should reflect that



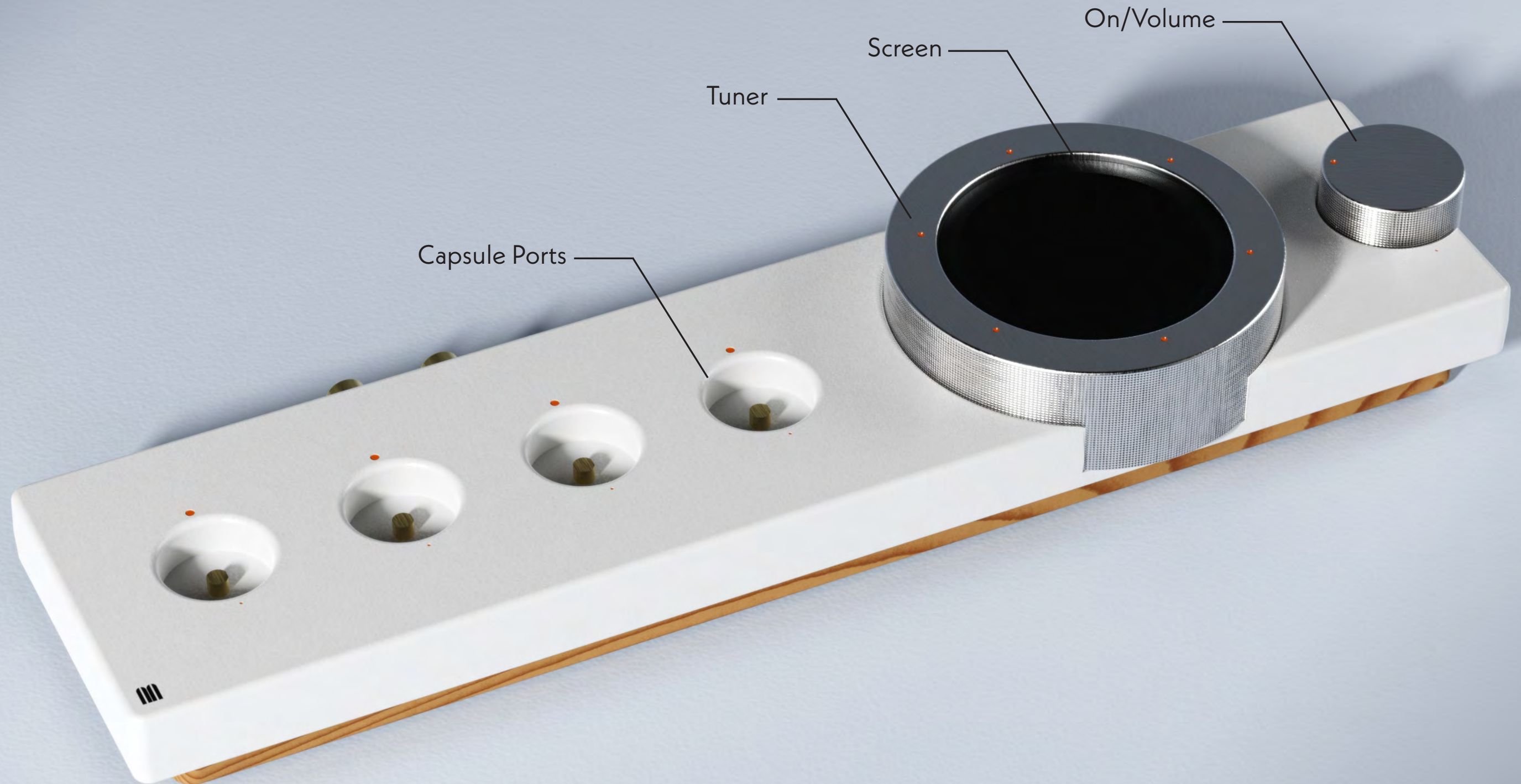
Music should be more than a sound  
it should be a moment

# Start Your MIX

Discover your sound



# The Controller



# Find your Style



80's  
Decade

Rock 'n' Roll  
Genre

Happy  
Mood

Jazz  
Genre

# Finely Tune Your MIX

Twist capsules to adjust influence



Based on the inputs you provide, a one of a kind Mix will be created just for you.

# Music That Fits Your Style



Tuner rotates at 1 rpm and works with screen to show song duration



# Reconnect with Classics



# Find New Music Easily



Surf through songs using the tuner



# Collect and Explore



Collect your favorite Artist, Album, Mood, Genre, Country, Effects, Instrument, and many more!

# Discover and Rediscover

9  
2000's  
7  
Happy  
5  
Pop

I Gotta Feeling  
Black Eyed Peas  
THE E.N.D. - 2009

10  
U.S.  
8  
Patriotic  
10  
America  
7  
Country

Courtesy of the Red, White and Blue  
Toby Keith  
UNLEASHED - 2002

10  
10's  
7  
Pop  
5  
Fun  
2  
Love

Shape of You  
Ed Sheeran  
Divide - 2017

10  
USA  
8  
Nostalgia  
6  
Pop  
2  
Love

Party In The U.S.A.  
Milley Cyrus  
Party In The U.S.A. single - 2009

8  
10's  
10  
Late Night Drive  
5  
Sad  
10  
Heartbreak

Grenade  
Bruno Mars  
Doo-Wops & Hooligans - 2010

10  
Country  
7  
Hits  
5  
Slow  
10  
90's

Neon Moon  
Brooks & Dunn  
The Greatest Hits Collection - 1991

8  
2000's  
8  
Fun  
10  
Nostalgia  
5  
Alternative

Mr. Brightside  
the KILLERS  
Direct Hits - 2004

8  
Rap  
10  
10's  
6  
Hype  
2  
Love

Still Here  
Drake  
Views - 2016

8  
Pop Punk  
8  
Rock  
6  
Energetic  
3  
Fun

Tickets to my Downfall "Sold Out"  
Bloddy Valentine  
MGK  
- 2020

7  
Love  
8  
Top Hits Today  
6  
20's  
2  
Dance

Ordinary  
Alex Warren  
Ordinary - 2024

10  
Oldies  
8  
Elvis  
6  
Love  
7  
Fun

Burning Love  
Elvis Presley  
The Essentials - 1972

9  
Lust  
7  
Rock  
10  
80's

No One Like you  
Scorpions  
The Best of Scorpions - 1982

7  
Late Night Drive  
8  
Sad  
6  
10's  
2  
Love

Goodbye & Good Riddance  
Lucid Dreams  
Juice WRLD  
Good bye & Good Riddance - 2017

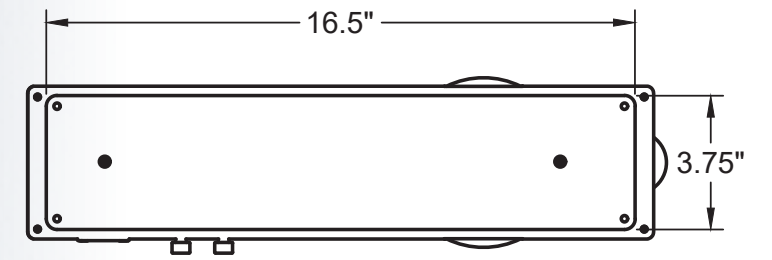
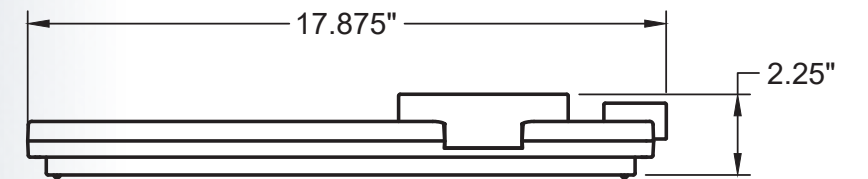
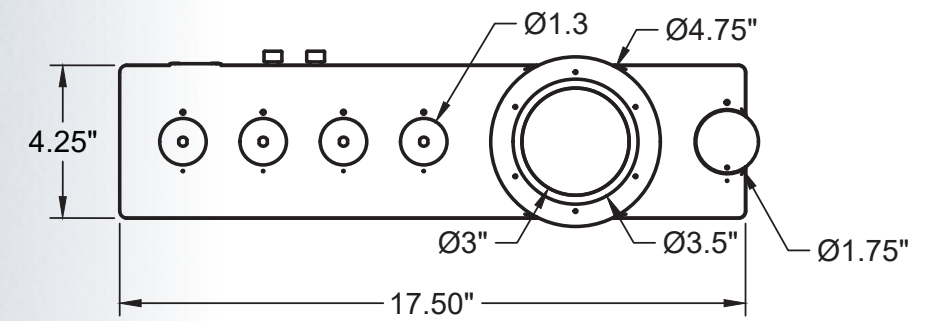
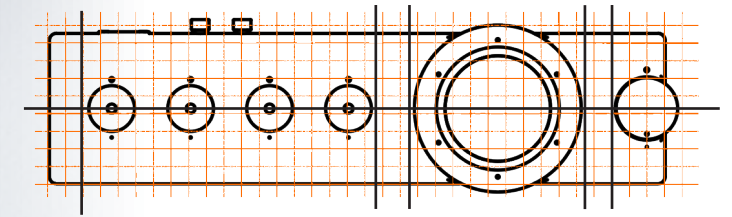
9  
Country  
7  
Happy  
5  
Folk  
10  
10's

Night Train  
Jason Aldean  
Night Train - 2012

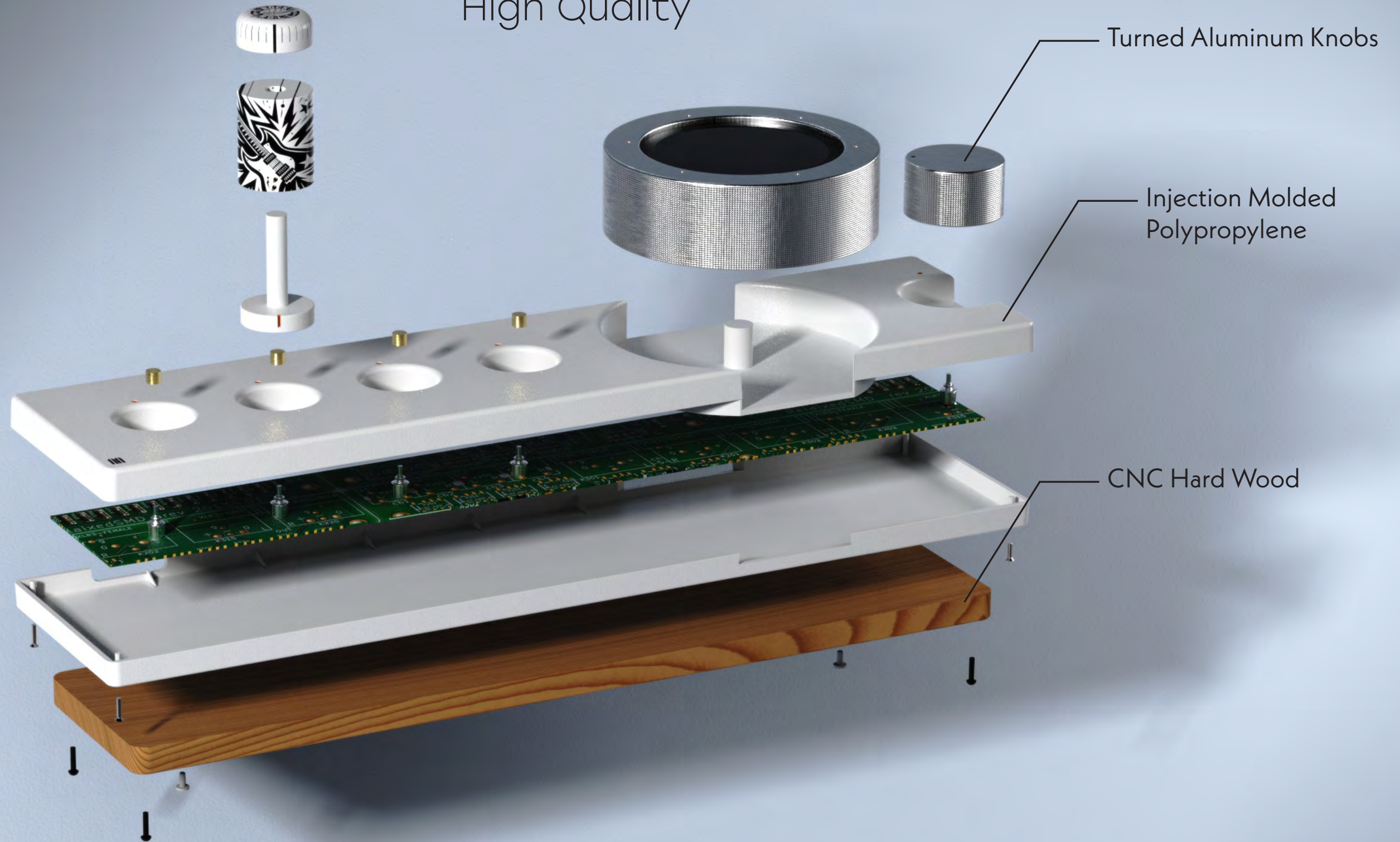
8  
Pop Punk  
8  
New  
6  
Electric  
10  
Metal

Emptiness Machine  
Linkin Park  
Zero - 2024

Finely Tuned



High Quality



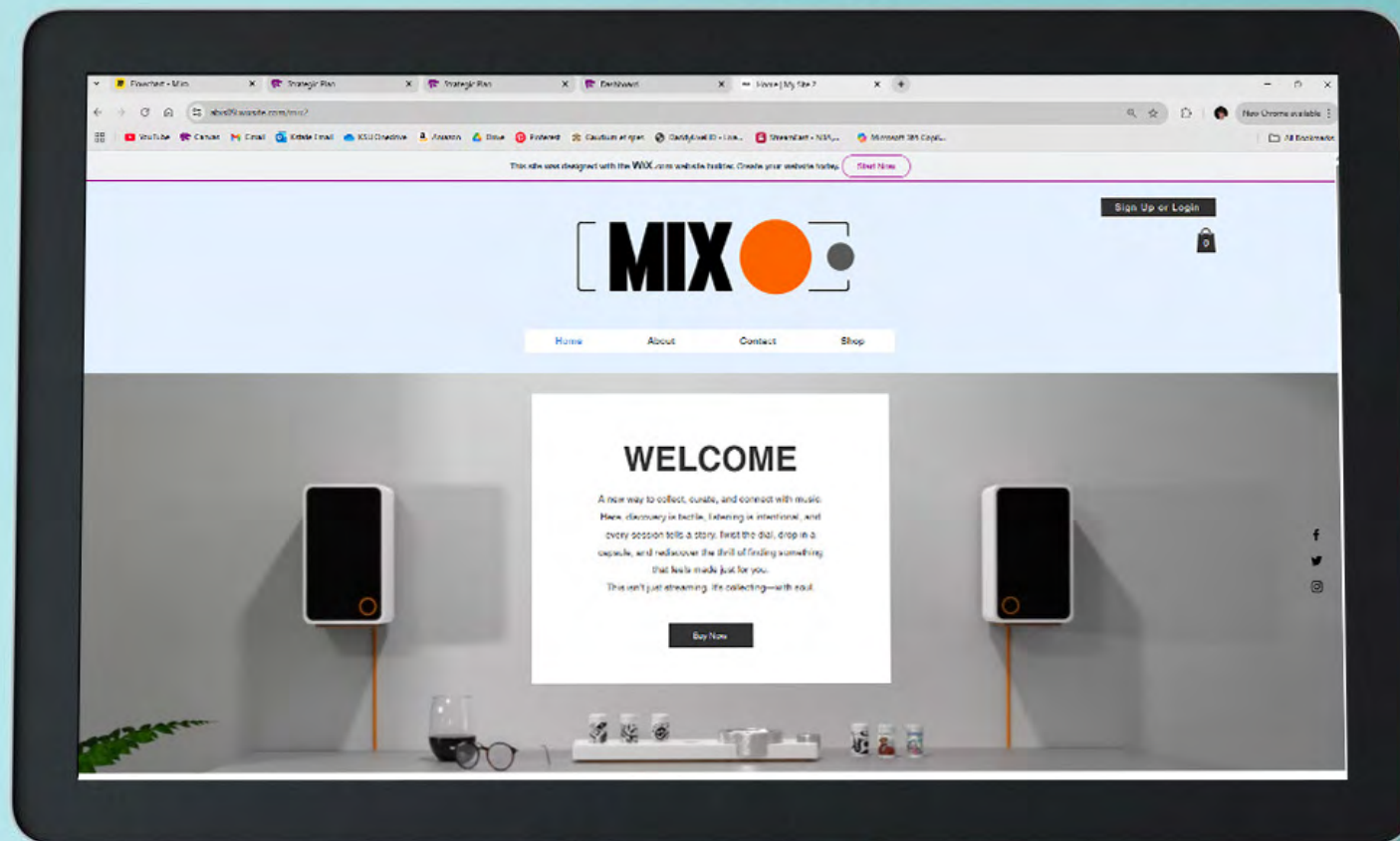
# Start the Collection



# The Experience Starts Here



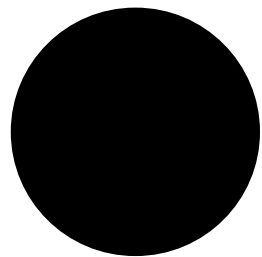
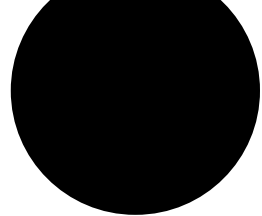
# Check out our Website



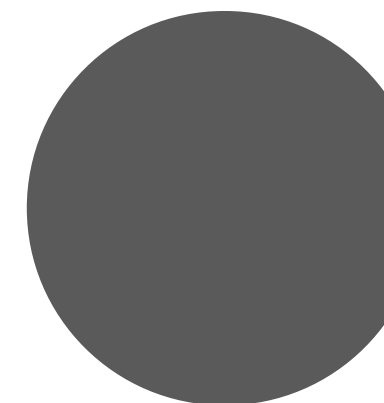
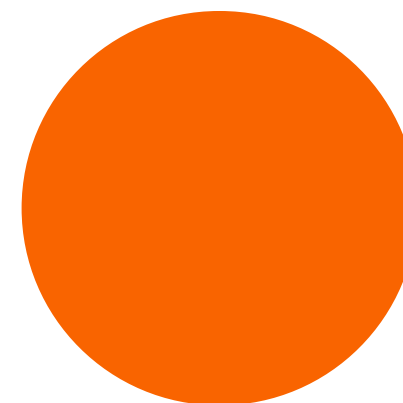
# MIX your way

No Wrong Answers





# Our Story



We believe that music is a universal need, whether it's the rhythm that moves us or the lyrics that heal us, it connects us all.  
That's why we created MIX.



# Importance of Engagement

How we experience music has evolved from ritual gatherings towards carefully curated personal collections.

In an age of instant access, its more critical than ever to intentionally engage with music.



Community



Collecting



Playing



Experiencing

Music has always been a deeply personal and interactive experience, created to be felt, shared, and engaged with.

# Our Connection to Music

Today, music is at risk as passive music streaming turns music into background noise.

Collecting, discovering, and sharing music is a specific experience that streaming services can't replicate.



Without physically holding and discovering music, we lose the deeper connection that makes it truly meaningful.

Obtaining and holding your music transforms listening into a tangible memory.

# The Desire for Physical



## Collective

Record Cover Art

Physical Video Games

Sharing and Trading Cards



## Commitment

Watching sitcom every week

Listening to entire record

Saving money for music

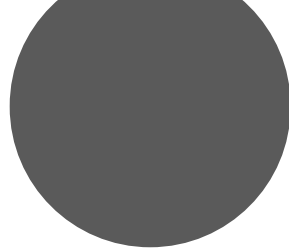


## Engagement

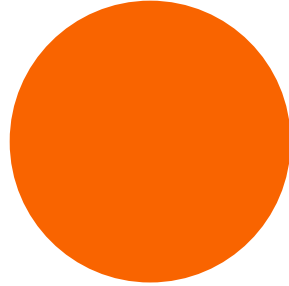
Reading the newspaper

Dialing a rotary phone

Developing film



## Values of the User

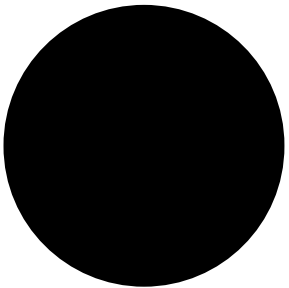


### Discovery

Thrill of unearthing new music.

### Interactive Experience

Active process of seeking out playing and engaging.



### Physical Holding

The act of holding the music.

### Community

The sense of belonging with others exchanging discoveries.

### Sharing of Music

A heartfelt way to show appreciation and connect on a deeper level.

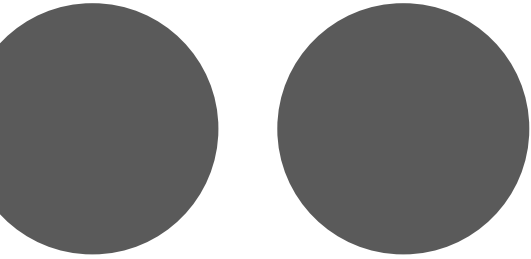
### Connection and Memory of Obtaining Pieces

Every item holds a personal memory from a purchase, gift, or trade.

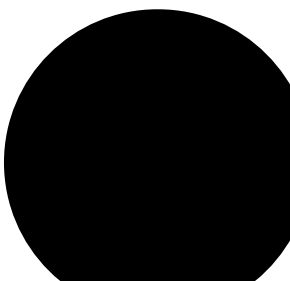
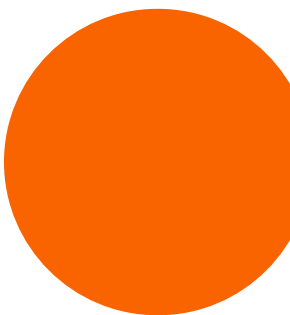
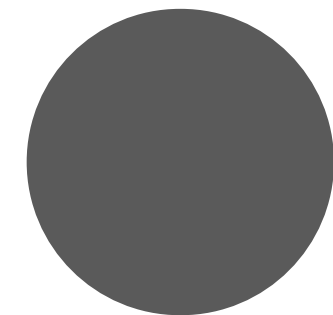
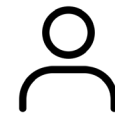
### Appreciation of Art

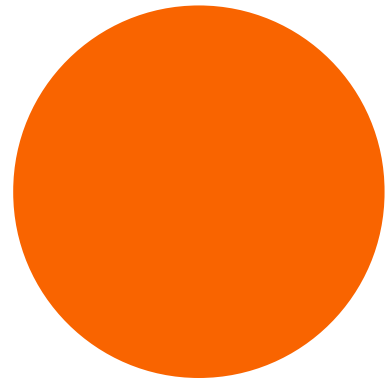
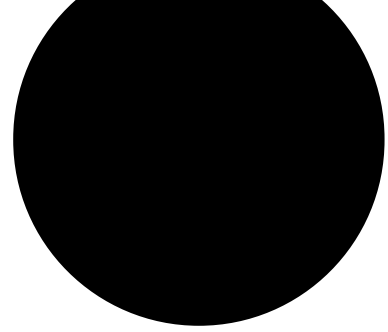
Artistic design of music and special editions add more value to music.

# Value Proposition

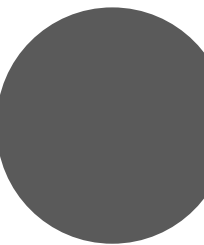
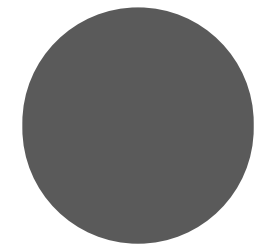


Rediscover the soul of collecting, the thrill of discovery, and find your own unique style.





# The Design





## Design Goals

### Encourage Ritual & Interaction

Incorporate tactile engagement, ensuring a sense of importance.

### Promote Discovery & Collection

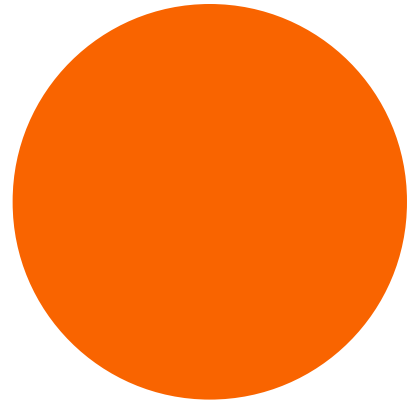
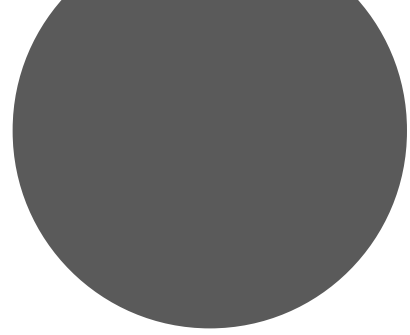
Enable users to curate music in a way that encourages personal expression.

### Create a Shared & Expressive Listening Experience

Develop a music device that requires a unique medium.

### Modern Innovation with Modern Technology

Modern technology can address the shortcomings of past formats.



# Design Requirements

## User Expression

The design remains neutral to allow the user's music and identity to shine.

## Purposeful Functionality

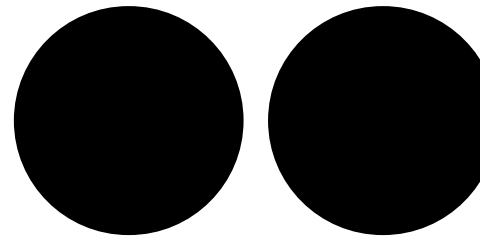
Every element exists to enhance the experience with no distractions

## Thoughtful Execution

Intuitive design ensures the product feels natural and invites interaction.

## Intentionality

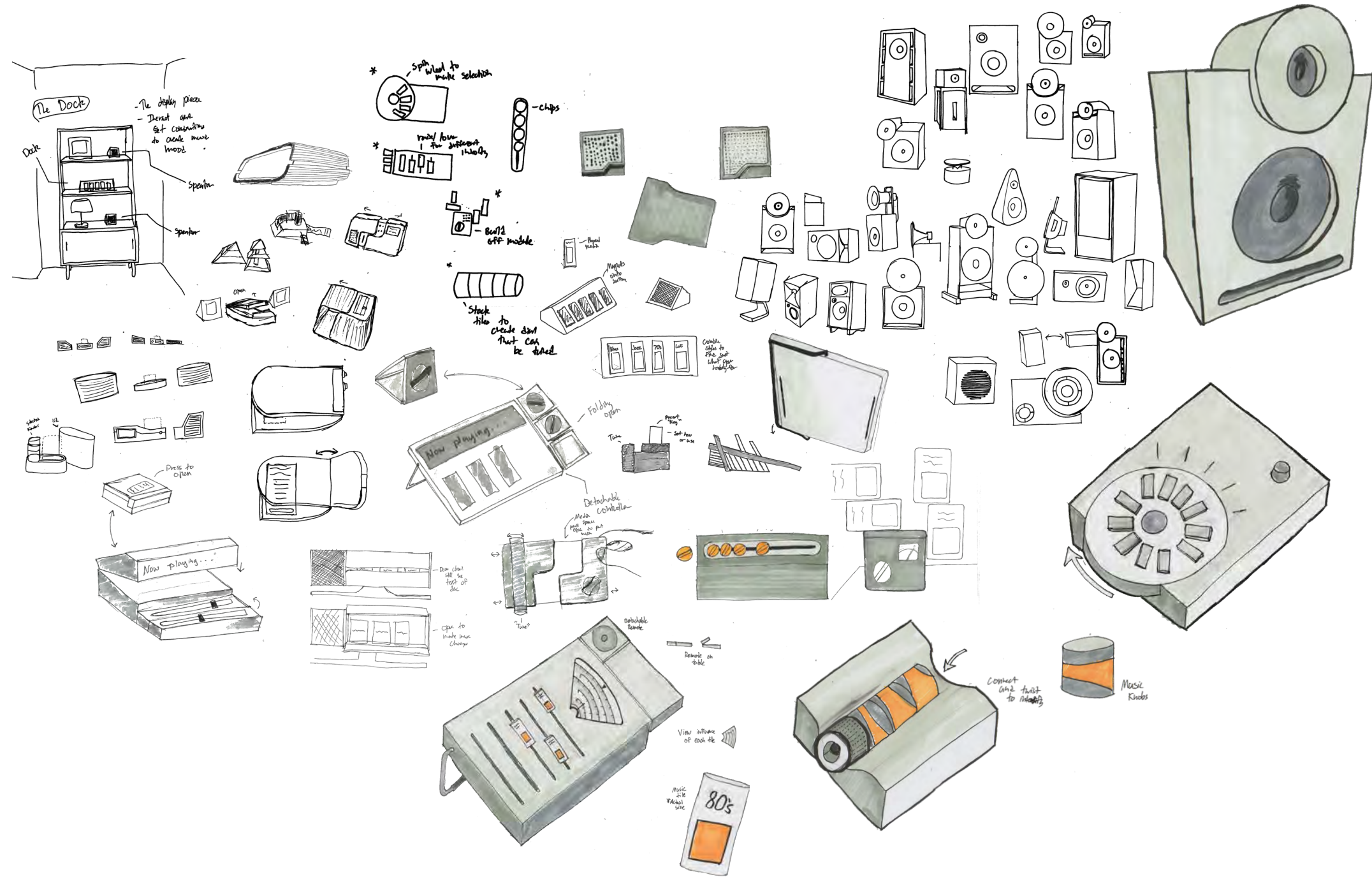
Everything is to serve the user and deepen their connection to music.



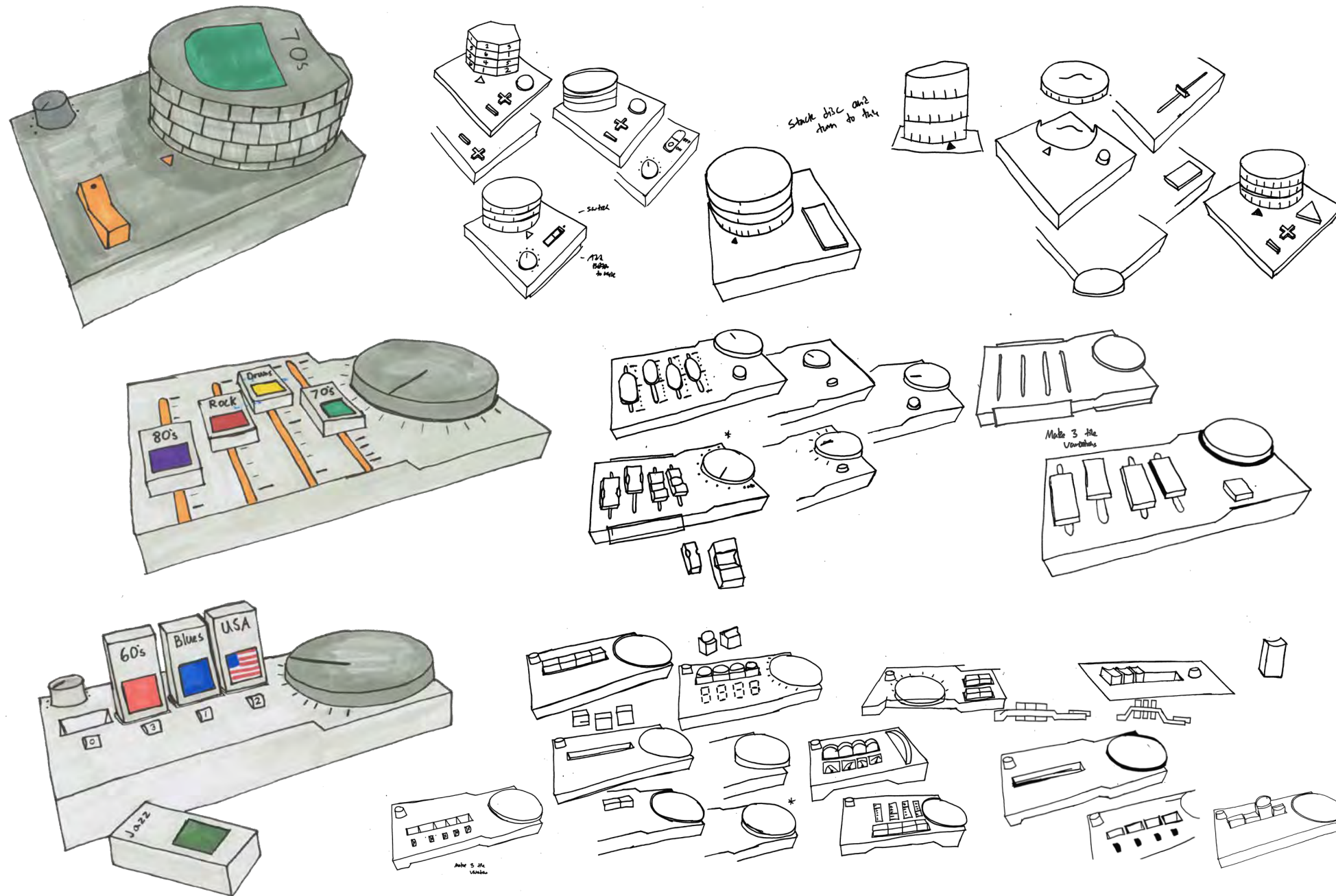
Neutral, Self-Explanatory, Analog, Simple



# Exploring the Experience

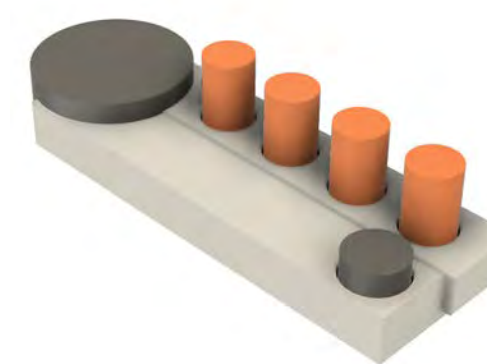
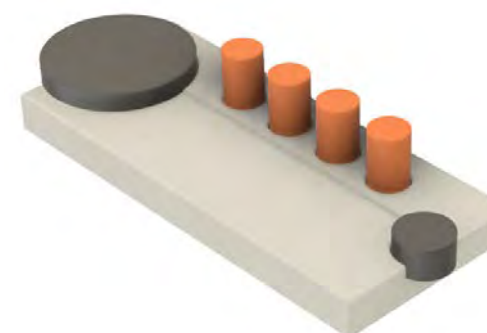
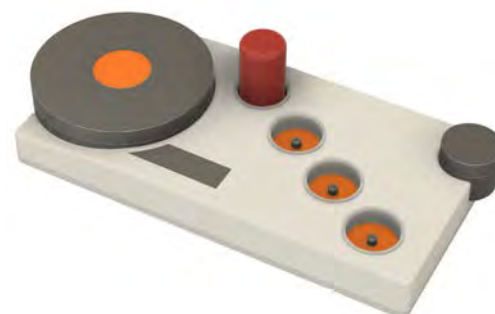
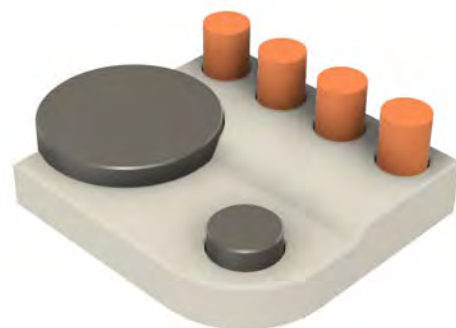
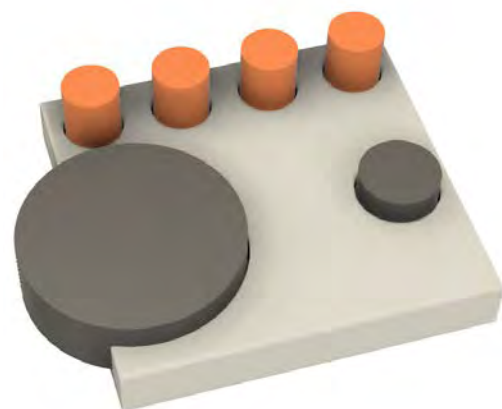
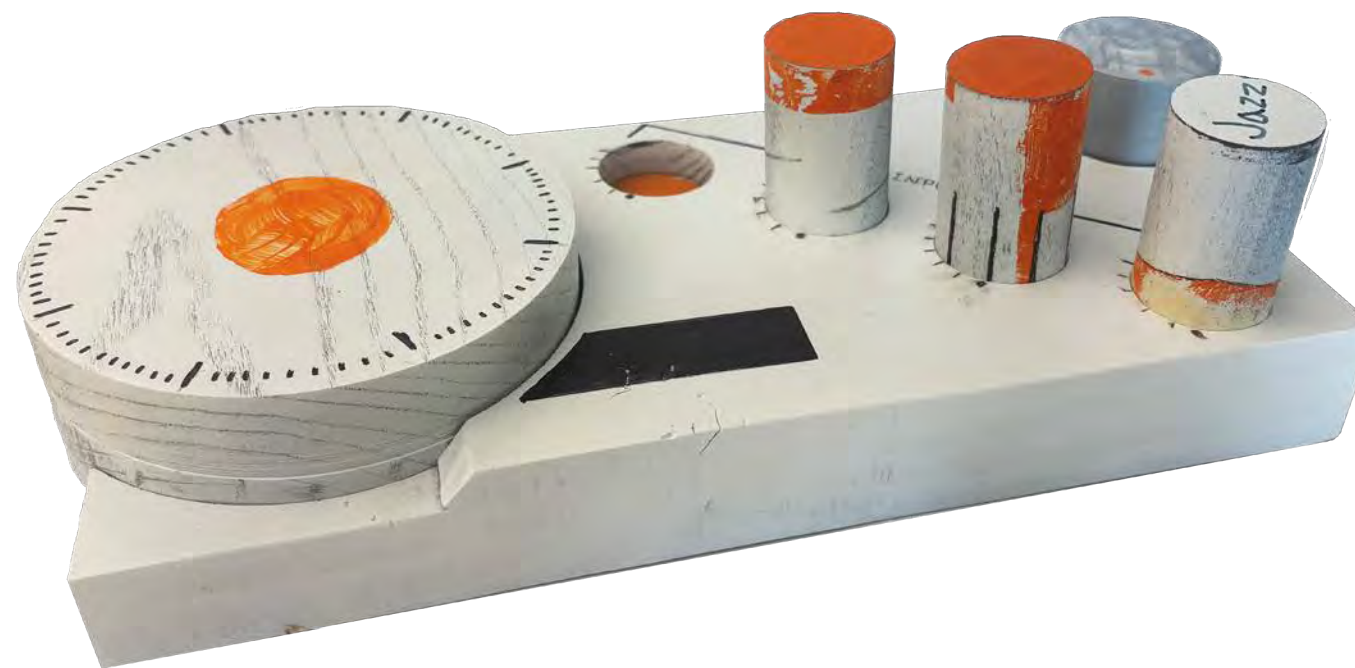


# Finding how to Collect



# Proportion and Size

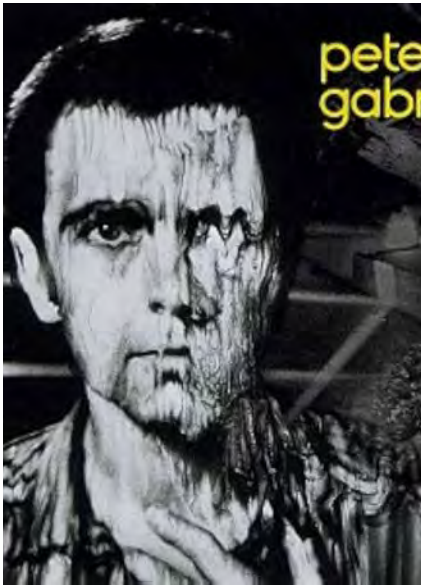
Exploration focused on the device's size and orientation, carefully balancing control dimensions and capsule constraints.



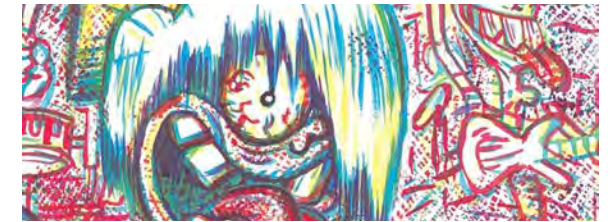
# Exploring Graphics



# Artist Graphics



# Standard Capsule Labels



Genre

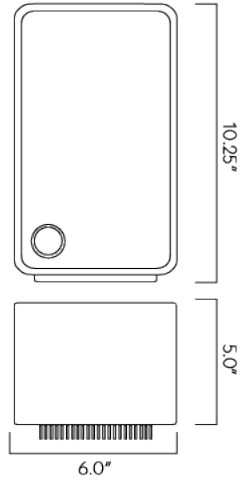
Decade

Mood

Band

# Package Design

Rediscover the soul of collecting - the thrill of discovery - and your own unique style



What's Inside

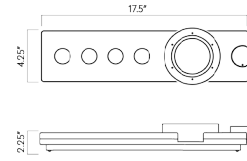
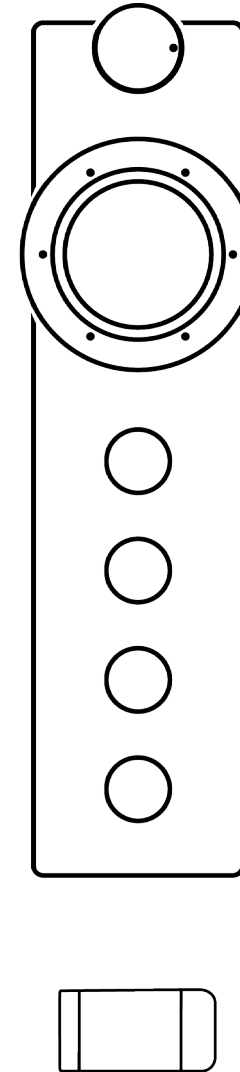
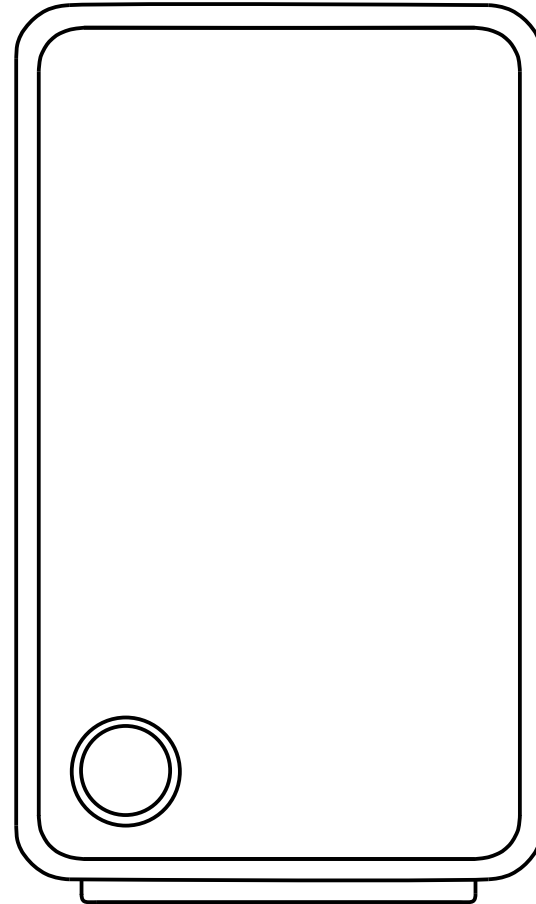
1 Speaker

Learn More



Our mission is to reawaken the soul of music collecting by blending the tactile satisfaction of physical discovery with the infinite possibility of sound. In an era of passive streaming, we offer a more intentional journey—one where each interaction invites curiosity, emotion, and identity. This product isn't just about what you listen to; it's about how you connect with music on your own terms, in your own style.

At the heart of the experience are customizable capsules—modular, mixable, and made for exploration. Each capsule is a window into a new sonic world, and by combining them, users craft a listening experience that's deeply personal and ever-evolving. Whether you're rediscovering genres, chasing rare textures, or building a collection that reflects who you are, this is music made tangible again. Discovery becomes ritual. Sound becomes self.



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What's Inside

1 Customizable Capsule  
1 Controller

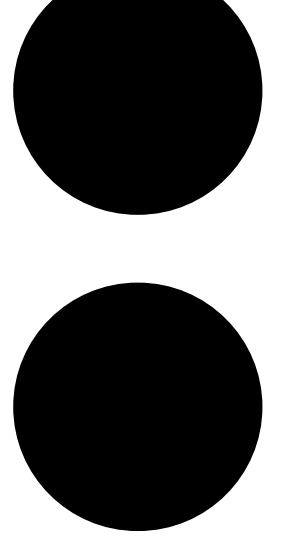
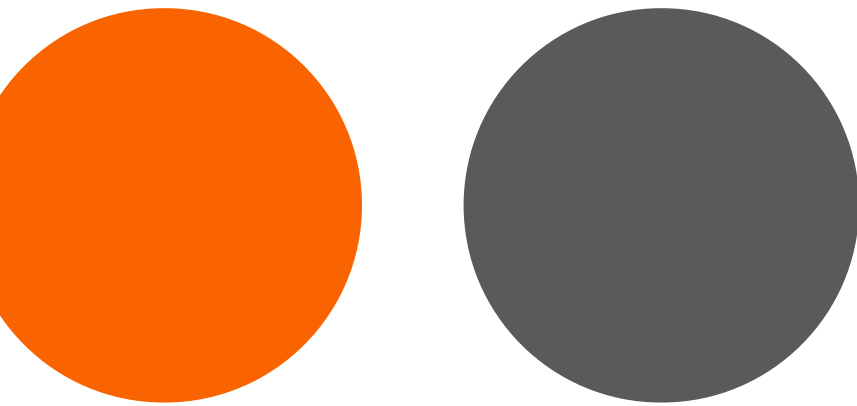
Learn More

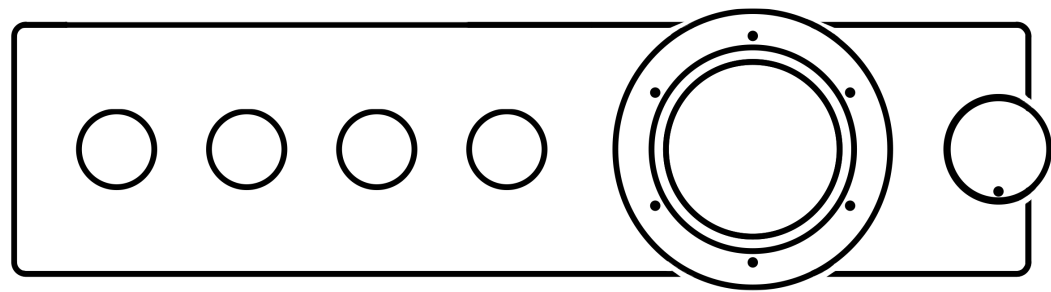
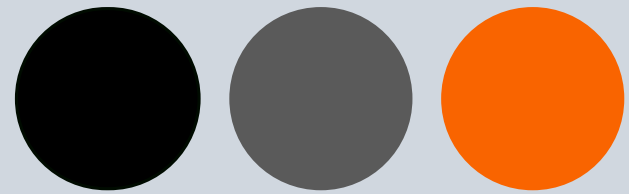


Rediscover the soul of collecting - the thrill of discovery - and your own unique style



# Marketing and Branding

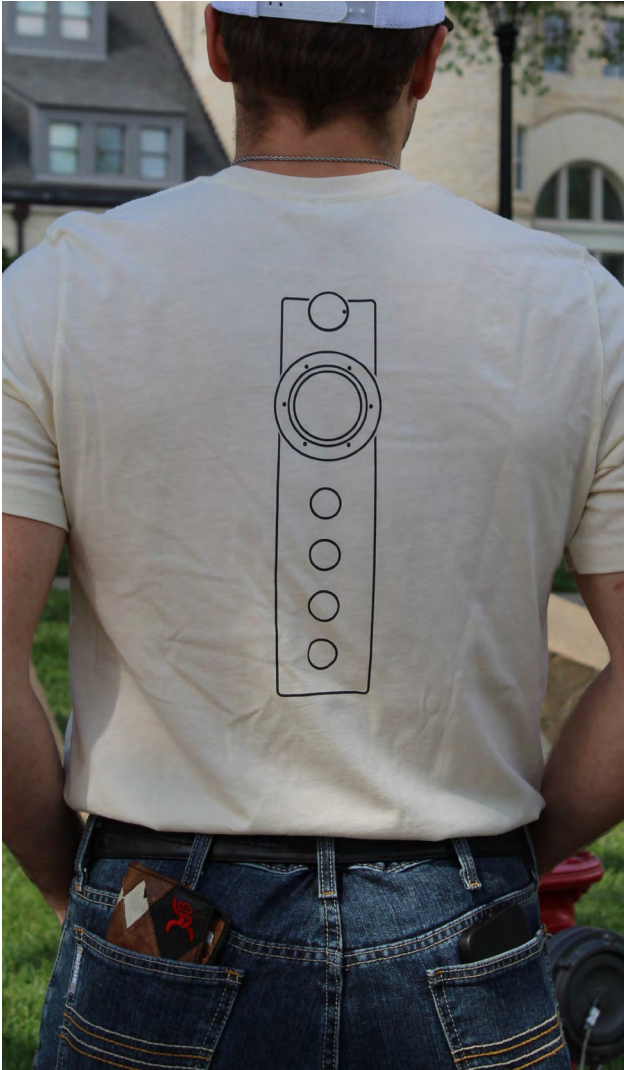




Join the Team



# T-Shirts, Mugs and More



# Business Cards



# Social Media



Thank You!

