



For Immediate Release:

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*The Physical Dimension in Music Has Arrived*

**Immersive Tactile Bass Technology  
Coming to MUTEK International Festival of Digital Creativity and Electronic Music  
Various Locations | Montreal, Canada | May 29 to June 2, 2013**

"It's all about SubPac from now on." – Gilles Peterson, BBC Radio

TORONTO, ON – **StudioFeed** brings the physical dimension to sound with **SubPac**, new tactile bass technology that will be available to try at the upcoming MUTEK Festival of Digital Creativity and Electronic Music. From May 29 through June 2, artists and audience members can participate in a live demonstration of SubPac, an innovative device that allows users to actually *feel* music. For use with any existing audio source, the high-fidelity SubPac allows music to be physically experienced by quietly transferring low frequencies directly to the body. Users experience the 'boom' of a kick drum, the expression of a bassist and rich soundscapes through a quiet and portable device that acts like a backrest. SubPac debuted on the crowd-funding site Kickstarter in March 2013, raising over \$100,000.

SubPac's team is traveling the world to show music fans, producers, video game and film enthusiasts how they can experience the physical dimension of sound for themselves, and promises to demonstrate how to bring the club experience home. After engaging artists and tech enthusiasts in Detroit at Movement Festival, SubPac's third stop on this tour is Montreal's renowned electronic music festival.

The SubPac team will hold demonstrations at Mutek to showcase the new technology at the festival's Mutek Lounge. And as an official sponsor, SubPac invites artists and audience members to take part in a SubPac giveaway. Find details at [www.thesubpac.com](http://www.thesubpac.com).

Press is invited to contact SubPac's media liaison Emily Copeland at [emily@studiofeed.com](mailto:emily@studiofeed.com) or 416-886-3076 to schedule a private demonstration or the opportunity to review this groundbreaking technology.

**About SubPac:** SubPac is lightweight and versatile, and can be used in a seated or laying position. It works with any sound source (including MP3 player, computer, mixing board, gaming console or musical instrument), is simple to operate, quiet to the outside world, and is used along with any headphones or external speaker system.

SubPac transports the listener to a visceral 'club' or 'live' experience in the comfort of their home or on the go. For the producer or DJ, it allows for more accurate monitoring of low frequencies in any studio setup. SubPac adds a new dimension to a variety of applications – including music, gaming, home theatre, and music therapy. It is quiet, providing a full bass experience without hearing damage.



SubPac is supported by a growing roster of respected music community members including:

Adrian Sherwood • Stephan Bodzin  
Daedelus • Decibel Festival  
Dubspot • Rob Smith (RSD)  
Hyperdub • !llmind • Kode9  
LA Film School • Mala • Pinch  
Robbie Wilde • Scientist  
Hank Shocklee  
Tectonic Recordings

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