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Revolutionary Violin Shoulder Rest Ships Worldwide with Stentor

Pure Acoustic Ltd. the electro-acoustic instrument manufacturer founded last year and headquartered in the Shetland Isles, has begun shipping its revolutionary Linnd Laxo violin shoulder rest. The company has signed an agreement to make the unique Laxo rest available worldwide via Stentor Music Co. Ltd. and its distribution partners.

In development for the last two and a half years, the Linnd Laxo employs modern manufacturing and materials technology to produce a design that approaches the drawbacks of the conventional violin shoulder rest – insecurity and tonal dampening – in a totally different way.

Pure Acoustic's approach to the design of the Linnd shoulder rest is so radical that it pushed the skills of their manufacturing partners to the limits to successfully produce it. The result is beautifully innovative, at once solving the age-old problems associated with the use of rests; insecurity during performance and the tonal dampening effects exerted on the back of the fiddle. In fact, a Linnd shoulder rest has less negative effect on the sound of a violin than playing without a rest at all.

The Linnd rest's exclusive design-registered form factor and patented solid crossbar, eliminate splay and impart complete stability to both rest and instrument. The non-slip feet attach outside of the purfling line, placing no load or dampening at all on the back of the violin. Designed in Shetland and made in Great Britain, modern design, manufacturing and material technology provide the strength and stability of the Linnd Laxo. They also make it light on the shoulder and the pocket; just 57 grams (2 ounces) and only £24.99 MSRP (UK).

Robert H Thomas, Director of Sales and Marketing Pure Acoustic Ltd., says “The improvement in tone and volume when using a Linnd Laxo rest is dramatically noticeable, both with very expensive and with more modestly priced violins. This and the fact that players can now fit a shoulder rest and play without worrying about it splaying and coming loose, is what we wanted to achieve with the Linnd, and is why it has taken a lot of time and effort to realise our original concept as a commercial product. Our relationship with Stentor provides not only the necessary scale of distribution for our target customer base worldwide, but also the level of exposure to retailers and musicians that will ensure the success of the Laxo shoulder rest.”

Commenting for Stentor Music Co Ltd., Managing Director Michael Doughty said, “Stentor is extremely proud to be associated with such an innovative product, and especially as it comes from a new British manufacturing company. The Linnd shoulder rest, through its unique design approach, provides a superior new solution to the challenge of securing a shoulder rest to a violin without acoustically dampening the tone and volume of the instrument. Just as importantly, it does so affordably. We predict terrific demand for this product.”

Stentor Music is exhibiting the Linnd Laxo at the NAMM show – **(Hall C) Booth# 4219** – at the Anaheim Convention Center, California from the 19th to 22 January.



Play and hear your violin as never before ... the Linnd Laxo shoulder rest secures your fiddle, without dampening its sound.



Linnd vs traditional rest

Download hi res images at http://dl.dropbox.com/u/39223873/Linnd_Stentor_images.zip

or contact pureacoustic@kgamarketing.com

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About Pure Acoustic

Based in Lerwick in the Shetland Isles, Pure Acoustic is a modern manufacturer of traditional electro-acoustic musical instruments and accessories. The company's product line includes the famous *Skyinbow S1* lightweight and visually stunning range of 4/5-string electro-acoustic violins and violas. These plays like a traditional violin and produce a uniquely natural tone, yet can be amplified to high volume levels, ideal for use with modern concert sound reinforcement systems and with other electronic instruments. These instruments are widely used throughout the world, including on stage shows like *Riverdance* and *Lord of the Dance*.

The *Pure Acoustic* pickup range is derived directly from the advanced active modular preamplifier system originally developed for *Skyinbow* violins. The proprietary 'piezo' pickup is partnered with Pure Acoustic's unique miniature electronic preamplifier design, to provide for the highly accurate, natural sounding amplification of a whole range of string instruments, including all kinds of acoustic guitars.

The *Linnd* (pronounced Lin-dee; from an old Shetland dialect word meaning *Rest Ye*) violin shoulder rest has been in development for two and half years, having pushed modern materials technology and injection moulding engineering to its very limits in order to realize a truly innovative and unique design that effectively solves the problems of spaying and tonal dampening that afflict conventional shoulder rests.