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Stentor Distributes Revolutionary Violin Rest Worldwide

- New shoulder rest design prevents splaying with dramatic improvements in volume and tone

Stentor Music Co. Ltd. has taken on distribution of the revolutionary Linnd Laxo violin shoulder rest via its worldwide distribution partner network. The agreement sees the new Linnd shoulder rest become available from MI retailers in Australia, Austria, Belgium, Canada, France, Germany, Greece, Ireland, Italy, Japan, Jordan, Luxembourg, the Netherlands, New Zealand, South Africa, Spain, and the USA, as well as in the United Kingdom.

Designed and manufactured by Pure Acoustic Ltd., the Shetland Isles based musical instrument manufacturer, the Linnd Laxo employs modern manufacturing and materials technology to provide entirely new levels of playing stability and tonal expression when using a violin shoulder rest. The radical design employs an exclusive design-registered form factor and patented solid crossbar to tackle the drawbacks of splaying and tonal dampening associated with conventional violin shoulder rests. Non-slip feet attach outside of the purfling line, placing no load or dampening at all on the back of the violin, allowing it to vibrate freely. Indeed, the elegance of the design is such that the Linnd shoulder rest has less negative effect on the sound than playing without a rest at all.

Designed in Shetland and manufactured in Great Britain, the Linnd Laxo is extremely light on the shoulder, weighing just 57 grams (2 ounces), and just as light on the pocket, priced at only £24.99 MSRP (UK).

Michael Doughty, Managing Director Stentor Music Co Ltd. stated, "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, its does so affordably. We predict terrific demand for this product.”

Robert H Thomas, Director of Sales and Marketing Pure Acoustic Ltd. added, “The improvement in tone and volume when using a Linnd Laxo rest is dramatic; both with very expensive and more modestly priced violins. This and the fact that players can fit the shoulder rest and play without worrying about it splaying and coming loose, is what we strived to achieve with this radical redesign of the shoulder rest. Our relationship with Stentor provides both the necessary scale of distribution for this terrific product, and the level of exposure to retailers and musicians throughout the world that will ensure its commercial success.”

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Linnd Laxo shoulder rest

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

or contact pureacoustic@kgamarketing.com

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.

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