

“Vinylpostcards” revolutionise the Market for Recorded Music



A new Format - the Marriage between Analog and Digital

After years of developing and optimising, we are proud to announce that we are finally able to produce Vinylpostcards of great quality in vast amounts. Inspired by the vintage record postcards that were sold in the 60ies and 70ies, we redeveloped the idea of this format. As if this was not enough, we have extended the Vinylpostcard into the digital world. The "Vinylpostcards AR App" allows you to play the Vinylpostcards without a record player and also offers the possibility of accessing additional digital content. All this without losing the charm of the analog domain - in augmented reality, you can set up a fancy record player and enjoy the music anywhere.

New & Resource-friendly production process

Motivated by the vision of a postcard record with great sound, a significant feel as well as a high quality appearance, it took us almost five years to develop our Vinylpostcards. Several steps in the manufacturing process, years of experience in sound engineering, and a highly specialised injection moulding process enable us to produce a visually convincing and impeccably sounding product. Furthermore, the newly developed process cuts down the resources throughout the production to a fraction compared to conventional record production..

A Multimedia Format of the 21st Century

Every Vinylpostcard gets integrated to our digital platform, the "Vinylpostcards AR App". Using an image-target technology, the App recognises the artwork of The Vinylpostcard and you can immediately access all the additional content. To give the user the charm and feel of the analog record player experience, you can place a virtual record player in augmented reality wherever you are. Once scanned, your Vinylpostcard and its additional content are saved to the Apps library permanently, and can be accessed any time, any place. The possibilities of adding more content like links, videos or pictures to the App are endless. Our "Vinylpostcards AR App" extends The Vinylpostcard to a multimedia format of the 21st century.

Small to big runs & fully customizable

We are happy to globally offer production of 100 - 20 000 units of The Vinylpostcards - tailored to your needs! Whether as a hit at the merch stand, as a limited edition with exclusive content, as a new physical and digital sound carrier collected by fans and enthusiasts or as a present for the best friend..... It's always a great time to send a Vinylpostcard to someone you love!