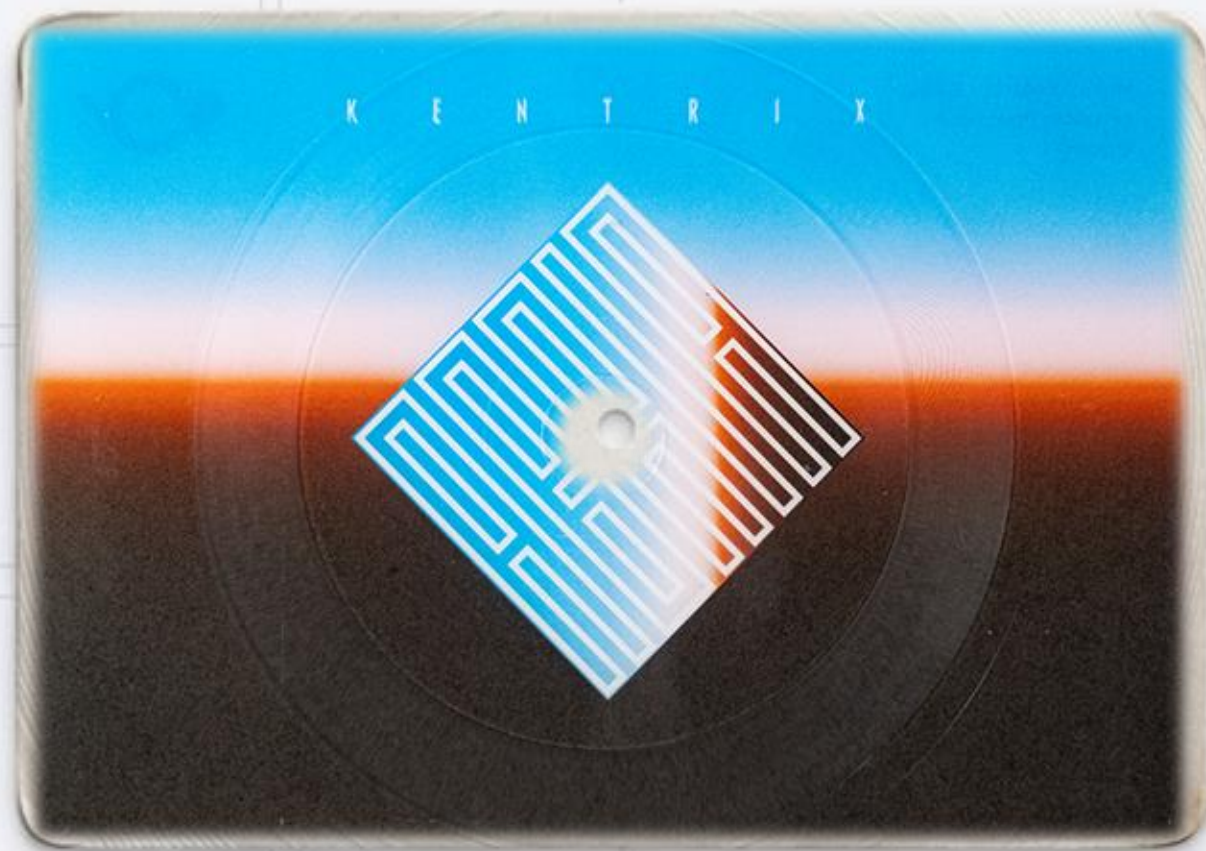


Rethink physical media

We introduce you to..



Your virtual VPC

The digital expansion to
your Vinylpostcard



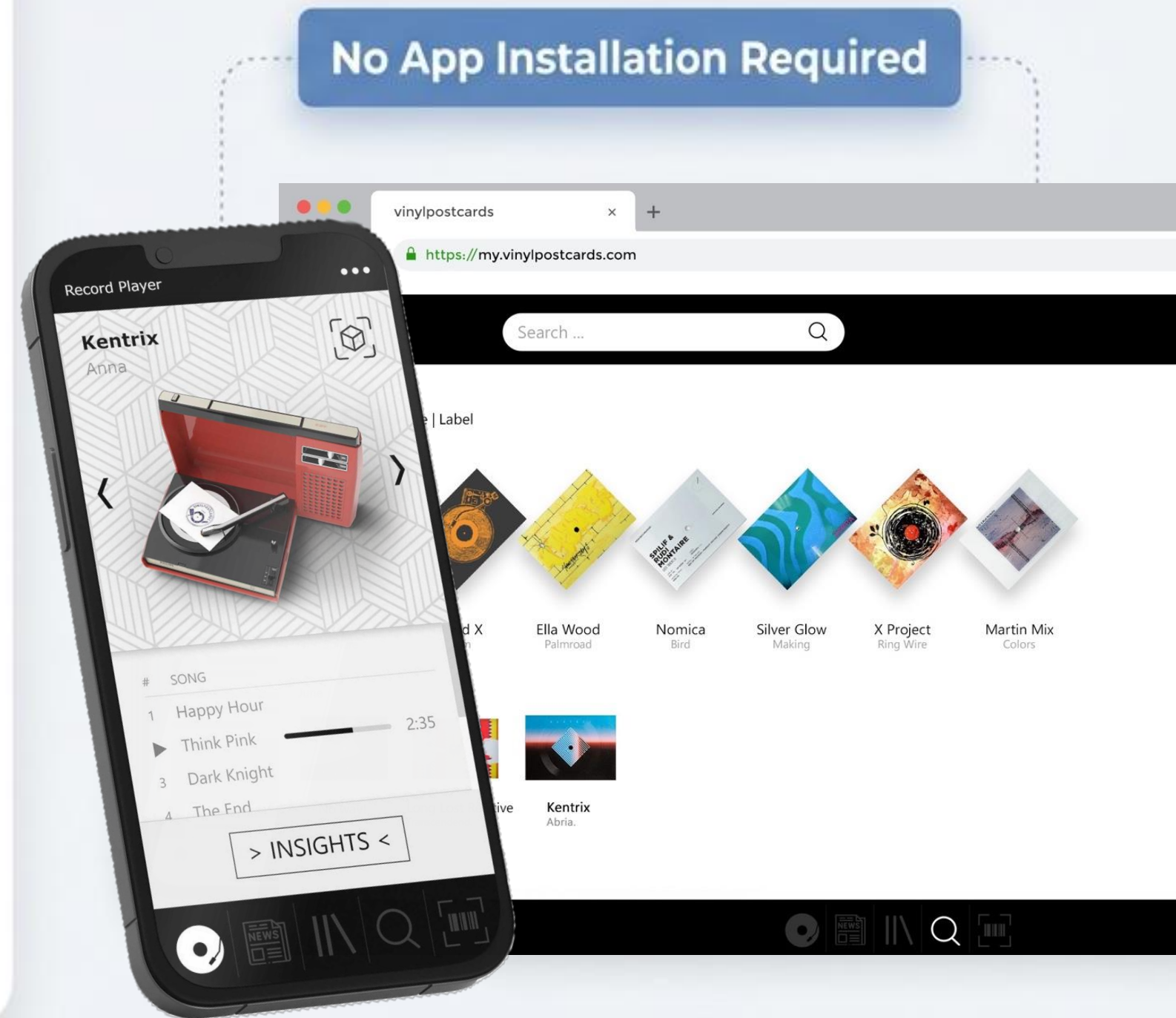
VINYLPSTCARDS

What is it?

Besides all the charming analog features the Vinylpostcards offers, **it is also the key to the digital counterpart of your physical card.**

A **channel** created **exclusively by you**, accessible only to your fans via the Vinylpostcards web app, with the card serving as the access key.

No need to install an additional app and easy to reach through any device with a browser and internet access:
my.vinylpostcards.com



How does it work for the fan?

Vinylpostcard
Lowercase your vinylpostcard
Six digit code

VPC-590234

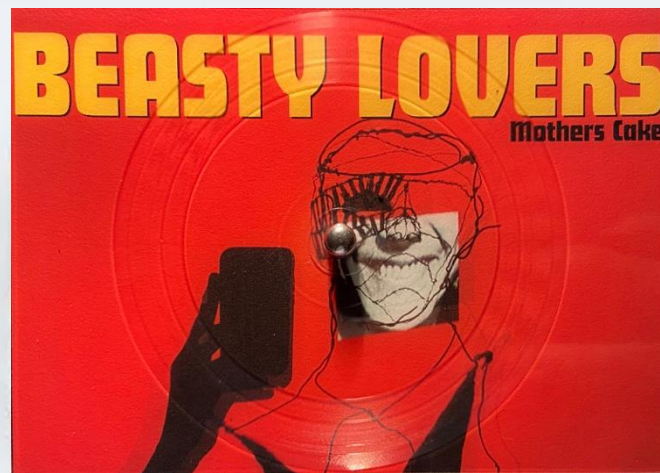
Once entered the web app the user opens the **unlock section** through the **button** in the **bottom right corner** and enters the **unique six-digit code** printed on the back of your VPC printed in the bottom right corner.



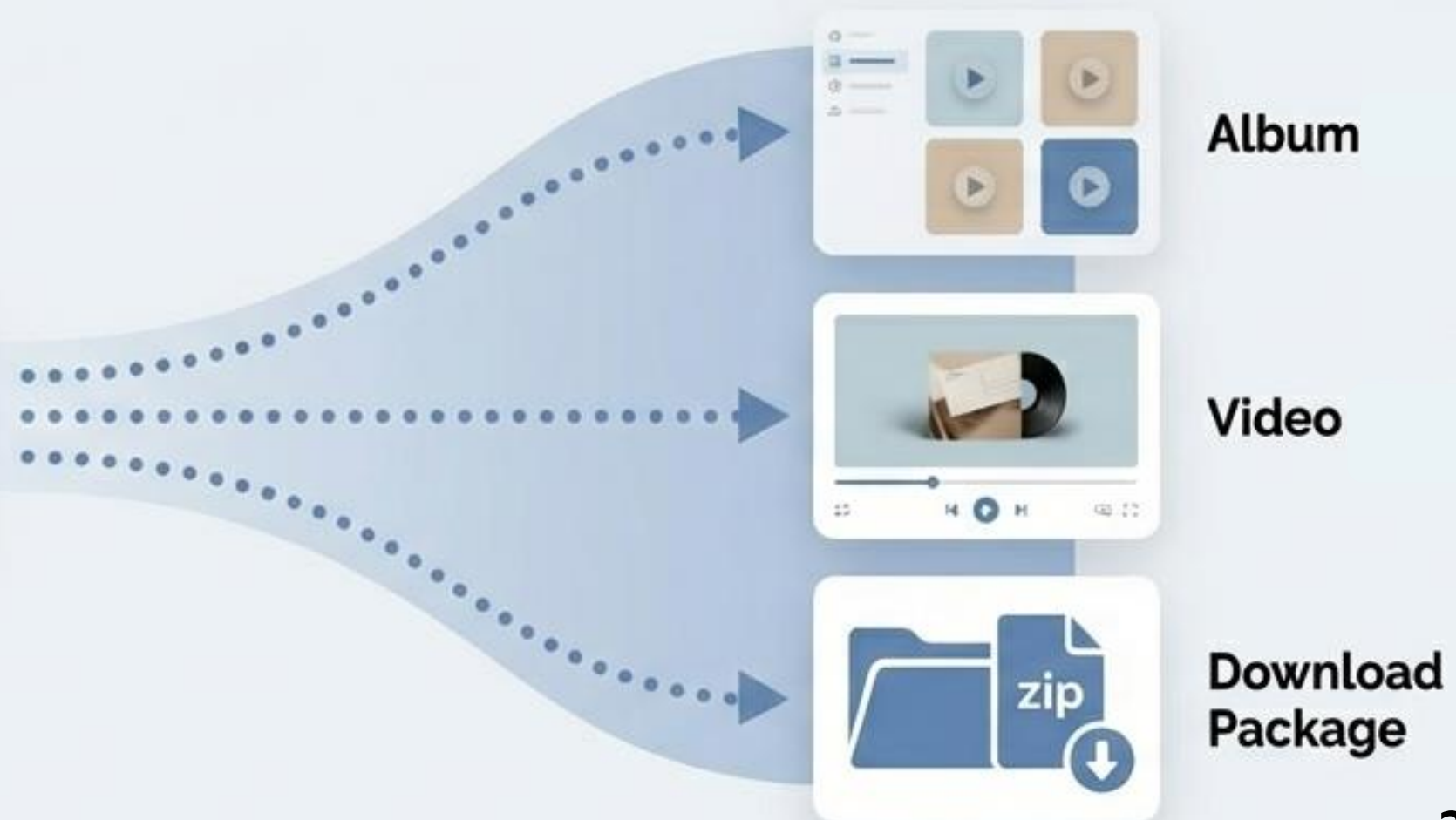
Now you have unlocked the virtual VPC and may experience the songs and media your card is offering.

Once unlocked it is stored in the cache of your browser and is accessible through the web apps **library** (middle button) at any time.

How can I create my own virtualVPC?



Physical Vinylpostcard
(Single Track)



..and much more!

Easy. As part of the **Vinylpostcards format** we offer you to **virtually expand the physical card** by integrating the media you provide. That starts with the obvious such as the track from the card itself but can go way beyond to your full album, video or even download packages.

Get inspired

and check some examples of virtual VPCs of previously released cards:



Wisp – Made Up Self – Single Release
Interscope Records



SALEWA – Godblesscomputers -
Promotional Corporate Campaign



Gwenifer Raymond – The Three Deaths of Red Spectre - exclusive Single & Video Release



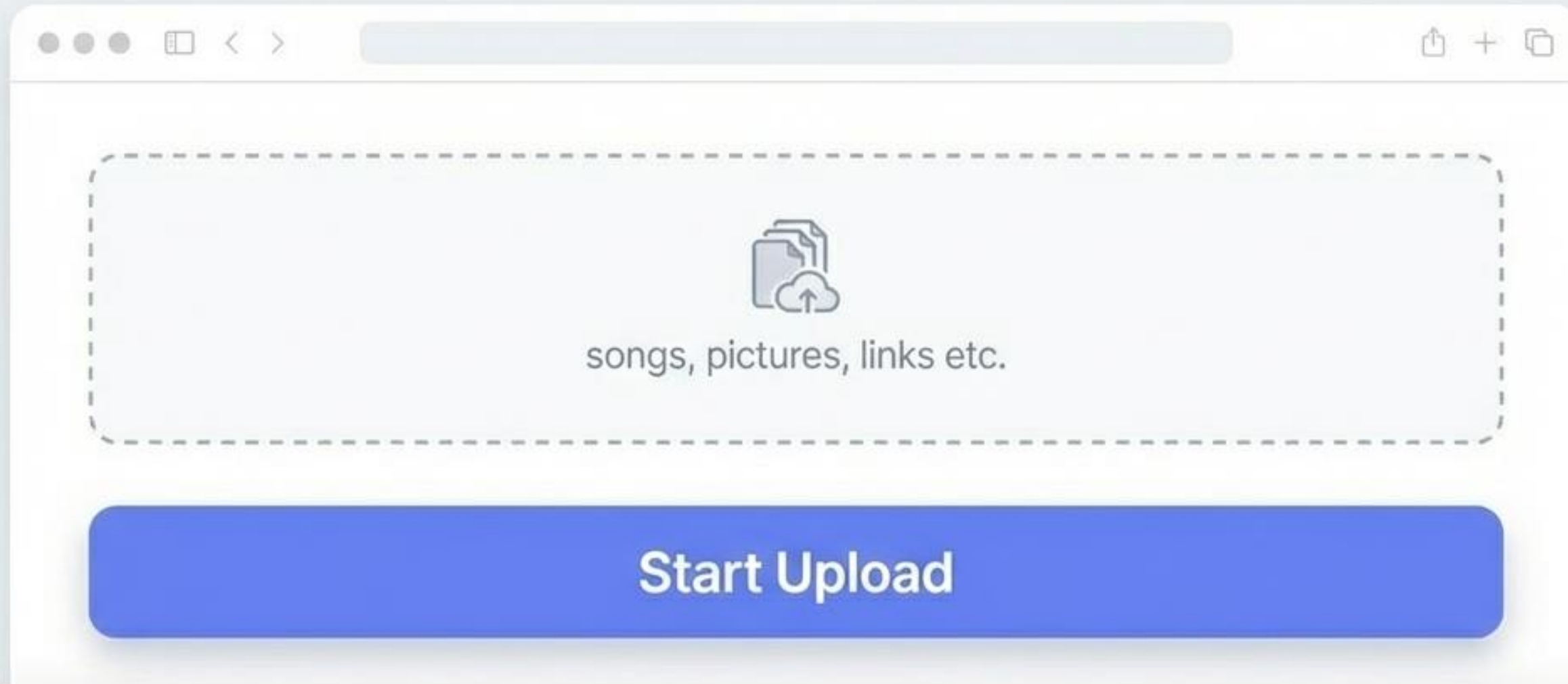
Tschentig – Nimm dei Glück
full Album release (CD alternative)



Mothers Cake – Ultrabliss – Album
Promo incl. Download Bundle



To get started with your own virtual VPC

A screenshot of a web browser window. The browser has a standard address bar with navigation icons (back, forward, home, search) and a tab icon. The main content area features a large dashed rectangular box. Inside this box is a central icon representing a folder with a document and an upward arrow, indicating an upload function. Below the icon, the text "songs, pictures, links etc." is displayed. At the bottom of the browser window, there is a prominent blue button with the text "Start Upload" in white.

simply upload all information, songs, pictures, links etc. via the form beneath and we will take care of the rest. The form walks you through the different sections of the web app and their required files or data sets. If you want anything to be adapted to your specific **needs** feel free to reach out. We'll make it possible.: <https://wi6x960j.paperform.co/>

How is it perceived by the fan?

Analog-Physical



+25%
Opening Rate

Digital-Virtual



We track the overall traffic of the web app constantly and observe an opening rate of **+25%** of each production. On top of that we encounter a steady increase in the daily users and engagement time. So, we conclude that the virtual-VPC offering seems to resonate within the fan audience a lot. Especially for fans who don't own a record player the virtual-VPC seems to be a solid argument to purchase a VPC anyways. For a new, young emerging fan segment like GenZ which is looking for an innovative solution to cover both – the analog-physical and the digital-virtual world the VPC format as a whole appears to be an attractive modern day solution. With that in mind the VPC can be utilized as a viable alternative to other physical formats including the benefits of the dynamic digital world.

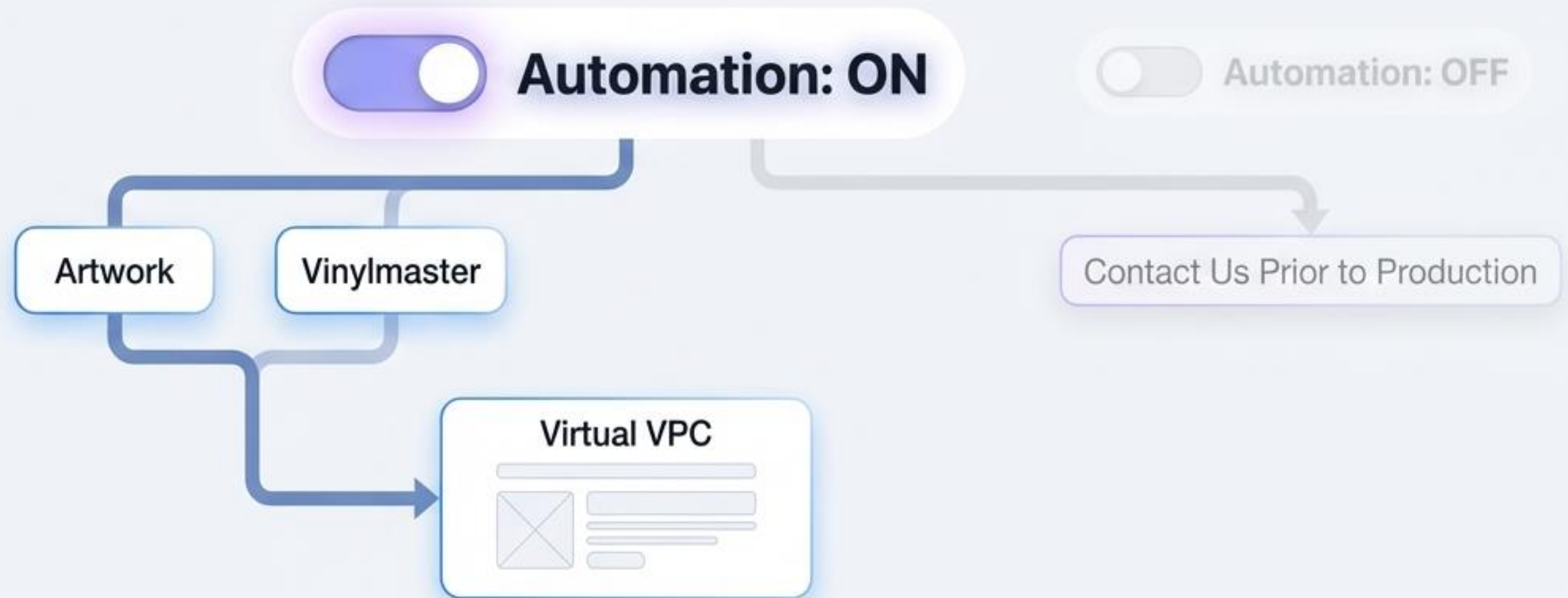
Does Vinylpostcards monetize any of my songs or additional content?

No, we don't!



No, we don't! The concept of Vinylpostcards is that everything that comes with it (physical + virtual card) is being **monetized through the sale of the card**. So, there is no additional revenue stream hidden nor will ever be. **You control** what you want to share on your virtual VPC, and **you control** how you are monetizing it through the sale of the physical cards. We provide the platform which costs are included in the price per unit.

What happens if I don't provide any content or don't want to be included?



We automatically integrate the artwork as well as the Vinylmaster you provide into your virtual VPC. So, if you don't provide anything in addition that basic content is being unlocked when your fans open the virtual VPC. If you explicitly don't want to make use of the virtual VPC we ask you to get in touch with us prior production so we can make sure to switch off that automation.

Ready to Bridge Your Physical and Digital Worlds?

Empower your fans with a modern, dynamic experience that goes beyond the needle drop.

Start building your own virtual Vinylpostcard today and unlock new opportunities for engagement, exclusivity, and digital storytelling.

[Submit](#)