March 18, 2011

Noisey.com Launches: New Music Discovery Platform Gives Viewers Front Row Seats to Watch the Best Emerging Bands Around the World

With Captivating Original Videos Shot in Over 10 Countries, Visitors to Noisey.com Receive Unprecedented Access to Up-and-Coming Bands and Local Music Scenes from Around the World

AUSTIN, Texas--(BUSINESS WIRE)-- Today marks the launch of Noisey.com, a new music discovery platform that profiles some of the most talented new bands and local music scenes from around the world. Through captivating original short videos, Noisey gives viewers unprecedented access to the lives of bands on and off the stage. By capturing the complete live music experience, viewers can join bands on the road and share their experiences as they get ready for a show, meet fans and industry insiders, and explore the city and its local culture.

VICE crisscrosses the globe to find the most exciting emerging musicians and music scenes around the world, with Dell(TM) and Intel Corporation enabling the innovative user experience. Transcending continents and language barriers, Noisey gives music lovers the opportunity to discover great bands and connect on a powerful, state-of-the-art digital entertainment channel.

Noisey premieres on March 18 at SXSW with a showcase event featuring Bun B, Ariel Pink, Yuck, JEFF The Brotherhood, Oberhofer and Dirty Beaches. The site will release new content on a daily basis and debuts with over 40 episodes. Each episode includes five segments, including a short documentary introducing viewers to the band and the local music scene, then four segments of uninterrupted performances. Launch episodes feature The Vaccines (UK), Das Racist (US), Pictureplane (US), Austin TV (MX), Duddi Wallace (ESP), Hotel Mexico (JP), Frittenbude (DE), The Shoes (FR), Bewitched Hands (FR), 24 Hours (CN), Criolo (BR), My Disco (AU), and No Joy (CA), among others.

Noisey gives viewers an intimate look into the life of up-and-coming musicians that could once only be experienced by the band's inner-circle. In one episode, Future Islands (Baltimore, US) brings Noisey viewers into The Milestone, an infamous Southern Rock club in Charlotte, NC, where they tag the venue's wall of fame next to Kurt Cobain's inscribed name. In Seattle, Das Racist (Brooklyn, US) introduces viewers to their childhood friends who have let them crash on their floor for years. In Sao Paolo, Brazil, local rapper Criolo performs over a mash-up of samba and hip-hop. And in Venice, CA, Pictureplane plays an underground art dance party at a packed Central Social Aid and Pleasure Club.

Justin Young from The Vaccines, filmed by Noisey in Glasgow at The Captain's Rest, stated

"Noisey were good people who understood what we were about and managed to get an in-depth and honest portrayal of what daily life entails for our band, without ever being invasive."

Pictureplane's Manager Mookie Singerman stated, "Noisey fills a gaping hole in contemporary music journalism by showcasing hard-working musicians and the music scenes that support them. I think it's going to be a great resource for discovering new music that matters."

Nabil Ayers from 4AD, home to Ariel Pink's Haunted Graffiti, added, "Noisey showcases bands in a way no other site does. It's a chance for artists to reach not only their existing fan base, but also be embraced by music lovers across the world. This site transcends continents and breaks down barriers to spotlight some of today's great young bands."

Eddy Moretti, Executive Creative Director of VICE said, "Every day we celebrate young musicians who wear their passion for their art on their sleeves. Noisey is a celebration of music in its purest form: live. But it's also about the fans, the young people all over world who live and dream in musical notes. Think of Noisey as an always-evolving, loving-crafted, global music documentary. Because that's what it is."

"No one is positioned quite as well as Intel to push the technical boundaries of Noisey.com and the resulting platform is nothing if not pioneering for the music community," said John Galvin, director of Intel's Partner Marketing Group. "Music and technology go hand in hand and with the introduction of Noisey we are able to introduce emerging musicians to a worldwide audience in an incredibly unique and infectious way."

"There is no other venue to get discovered like this," said Michael Tatelman, Dell's Vice President of North America Consumer Sales & Marketing. "Noisey.com is a discovery engine for young, cutting-edge music, and Dell's involvement from the very beginning makes Noisey even more unique. Dell's influence was to push the bounds of digital delivery and ensure Noisey.com was something no one has ever seen before."

Noisey showcases bands from more than 10 countries including US, UK, Brazil, Mexico, France, Germany, Spain, China, Japan, Canada, and Australia. Noisey is available in eight languages and offers an app-like web experience built on an above-the-fold, HTML5 user interface. Beyond Noisey's homepage, users can also find artists through a site-wide comment feed, allowing user activity to influence the discovery process.

About VICE

VICE was launched in 1994 as a small print zine in Montreal and has since grown into a global media company. Since day one, music has been an integral part of VICE's DNA, from VICE Magazine to VICE Music, from VICE music showcases to its original video content on VBS.TV.

About Dell

Dell (NASDAQ:DELL) listens to its customers and uses that insight to make technology simpler and create innovative solutions that simplify daily activities and help people stay entertained, connected and in touch. Learn more at www.dell.com.

About Intel

Intel (NASDAQ:INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at www.intel.com/pressroom and blogs.intel.com.

Source: Intel Corporation