

Cool things

Launching a record isn't what it used to be...

By Monyka Berrocosa

Velocity & Jewel partner for release of NEW CD

This past June I got to experience technology, music and fine food – matched in the most unusual of ways. I along with a couple of other Baltimore chosen few got to attend this most unusual event at Morton's. I think it's the way of the future. And once you got past the fact she was one dimensional on a screen, the interactive quality of the event actually made it quite fun and interesting. Technology paving the way for multiple city launches – I'd say Jewel's New Release – Sweet & Wild at Morton's in partnership with Velocity was a hit.

According to Philip Elias, President and CEO of Velocity Broadcasting:

- **VELOCITY** Broadcasting partnered with Big Machine Label Group to launch Jewel's new album "Sweet and Wild" via a live, High-Definition broadcast event. The ticketed, interactive concert on June 7 provided a way for her fans with the opportunity to hear her perform songs from her new album before it was officially released to the public on June 8.
- **FIRST SPIN**, the private performance platform of Pittsburgh-based VELOCITY Broadcasting, is like nothing else available to artists and their fans right now. It is revolutionizing the way fans experience music, giving them unprecedented access to their favorite performers.
- **At Jewel's FIRST SPIN concert**, fans were able to select what songs they wanted Jewel to perform, ask her questions live on the air and were able to feature themselves live on the air through the use of HD cameras.