



Fool's Gold



Warp



Kitsuné



Ghostly International



DFA



Stones Throw

Label editions

AIAIAI will collaborate with a selection of respected labels for limited edition headphones sold exclusively through Apple flagship stores and the respective labels own web store under the project title LABEL/ED. The headphones will be styled by the labels and will include exclusive tracks or a mix by artists from the respective labels. The projects will be launched in three-month intervals and marked by local in-store events followed by parties hosted by AIAIAI, the respective label and their featured artists.

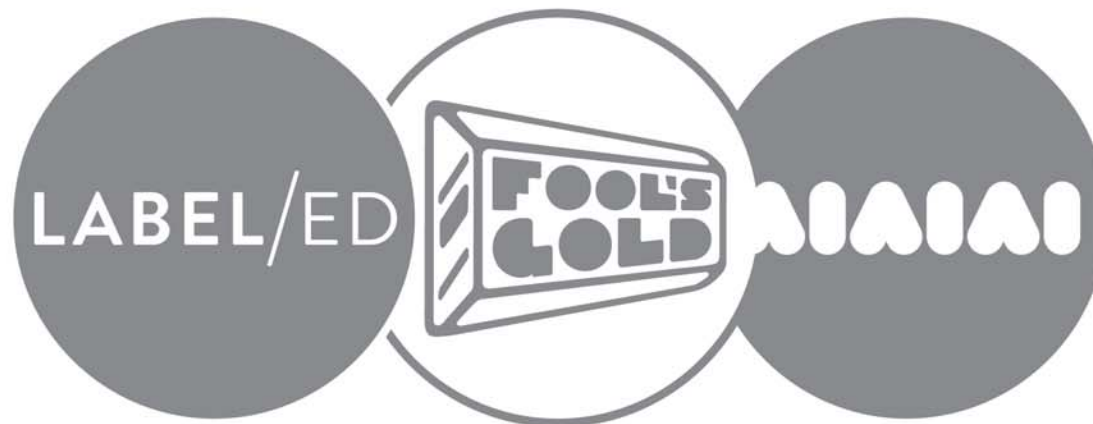
Label partners

AIAIAI is collaborating with some of leading independent labels in the world. With these respected labels we can create strong and individual cases, that will resonate well with the industry.

AIAIAI

AIAIAI is an audio design company dedicated to developing high quality audio products for everyday use. AIAIAI's modern, minimalist headphones and earphones deliver crisp, clear, amplified sound. Headquartered in Copenhagen, AIAIAI is proud to contribute to Denmark's worldwide reputation as leader in acoustic and electro-acoustic design and engineering. Informed by a heritage of Scandinavian design, AIAIAI strives to create high quality, accessible audio products that deliver value far beyond trend driven aesthetics.

AIAIAI boasts a world renowned network of industrial designers, audio technicians and DJs as part of its unique and highly collaborative development process. Exploratory and experimental, the process enables AIAIAI to develop new products on the leading edge, independent of current market trend.



First up, Fool's Gold

Brooklyn-based record label Fool's Gold was founded in 2007 by DJs A-Trak and Nick Catchdubs and quickly established itself with a non-stop series of releases bridging the worlds of hip-hop and electronic music, introducing artists like Kid Sister, Kid Cudi and Duck Sauce to the world while being dubbed an 'indie-innovator' by Billboard and a 'tastemaker label' by the New York Times. With acclaimed graphic artist Dust La Rock providing a clever and constantly evolving aesthetics for all

Fool's Gold visuals and merchandise, the company has become more than an independent music powerhouse, but a trendsetting lifestyle brand putting a unique stamp on events, collaborations and much more. Their latest projects include the label's first full-length album releases (including a compilation LP featuring new songs from all the Fool's Gold artists and the debut of all-girl Japanese rock band The Suzan) alongside a slew of new singles, international touring, art shows, retail, and beyond...

AIAIAI · LABEL/ED

The products

The Fool's Gold & AIAIAI project includes a limited edition TMA-1 w/ mic and Pipe Earphone w/ mic in black and Fool's Gold trademark yellow. On the inside headband both brand logos are engraved.

The price

This is a premium price project. We are offering the limited LABEL/ED TMA-1 w/ mic at the price of €220 in Europe. The LABEL/ED Pipe w/ mic will be offered at €70.

The volume

The production quantity of the Fool's Gold/ AIAIAI collaboration is limited to 2000 pcs. worldwide.



TMA-1

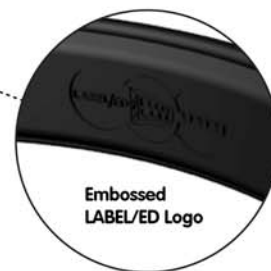
The TMA-1 headphones by AIAIAI were designed in collaboration with several professional and renowned DJ's. Tested in studios and on stages all over the world, this is a specialized piece of equipment for the hardworking musician. Plus they feature a three-button in-line remote for music control and a microphone for calls and FaceTime and dynamic 40mm closed titanium drivers for clear and accurate sound on all frequencies.

NEW TECHNICAL FEATURES IN THIS LIMITED EDITION INCLUDES:

- Angled stereo plug - this makes it harder to accidentally pull the plug from the mixer, and is less intrusive, when you are beat-mixing.
- Cable lock - you can now choose to lock the cable to the TMA-1, to make sure it doesn't get pulled out while playing.

OTHER FEATURES:

- Embossed Fool's Gold logo on cup
- Fool's Gold trademark yellow cable and chords
- Embossed AIAIAI & Fool's Gold LABEL/ED logo on inside headband



Embossed LABEL/ED Logo



Embossed Fool's Gold Logo

TMA-1

TRANSDUCER PRINCIPLE · Dynamic, closed
DRIVER UNIT SIZE · 40 mm
LOAD RATING · 0.1W
FREQUENCY RESPONSE · 20 to 20.000 Hz
TOTAL HARMONIC DISTORTION · <0.3%
SENSITIVITY · 110 +/- 3dB
WEIGHT W/O CABLE · 190 Gram



Angled Stereo Plug



Cable Lock



AIAIAI · LABEL/ED

Pipe Earphone

The Pipe Earphone w/mic offers impressive sound quality and overall strength in an organic and ergonomic design. Made from lightweight and highly resilient materials, this earphone displays an elegant coherency between the overall design and the individual parts.

FEATURES:

- 3-button microphone for play/pause/scroll
- 3 sets of silicone ear buds in various sizes for a more accurate fit and noise reduction
- 9mm in-ear driver delivers a detailed and full-spectrum sound



Pipe Earphone

*DRIVER UNIT SIZE · 9mm
PLUG · Angled Stereo Plug 3.5mm
SPEAKER IMPEDANCE · 16 Ohm
SPEAKER SENSITIVITY · 105dB +/- 3dB
MAXIMUM POWER INPUT · 20 mW
FREQUENCY RESPONCE · 20-20KHz
MICROPHONE SENSITIVITY · 42dB +/- 3dB
MICROPHONE DIRECTIVITY · Omni-directional*





The Package

EACH PRE-ORDER INCLUDES:

- 10 x limited ed. Fool's Gold/AIAIAI TMA-1 w/mic
- 15 x Limited ed. Pipe w/mic
- Customized POS display
- A limited series of posters with original artwork by Fool's Gold and AIAIAI
- Limited edition stickers by Dust La Rock of Fool's Gold
- Exclusive musical content selected by Fool's Gold

The campaign & the launch

The launch of the Fool's Gold & AIAIAI limited edition will be supported by teaser campaigns (web based and regional outdoor posters) focusing on the label and the collaboration - not on a sole artist.

A series of shortvideos featuring interviews and glimpses of the collaborative and production efforts, will be spread on blogs and social media as a teaser leading up to the launch; creating the right hype and attention.

Two different launch-events are planned for this collaboration - one in UK, at the Regent Street Apple Store and one in the US, in Fool's Gold's Williamsburg headquarters. These all-day in-store events - beginning around noon - will be followed up by an evening-event at bigger, local venues.

AIAIAI and Fool's Gold are partnering up to host the events, that will showcase featured artists from the label and more in-depth information on collaboration.



DUCK SAUCE

