

For Immediate Release



Beatport and PIXELYNX Synth Heads NFT Creation Launches Today

(BERLIN and LONDON - February 10, 2022) Beatport, the global leader of music for DJs, producers, and their fans, and **PIXELYNX**, the new (metaverse) gaming venture from electronic music mavericks **Joel Zimmerman** aka **deadmau5** and **Richie Hawtin**, today launched the marketplace for Synth Heads, their highly anticipated series of generative NFTs. Fans can start minting their own Synth Head today at www.synthheads.com.

The Synth Heads series imagines a world where synthesizers come alive after the creators go to bed. **Synth Heads** forms a narrative in which each generative NFT is a unique character all its own. The characters are **BØB**, **Lynn**, **Pauline**, **Oscar**, **Seq-Ee**, and **Dax 7**. The group of living synths are preparing for their own musical adventure bored by the uninventive use of preset sounds by their owner. The synths get connected whenever they have the bedroom studio to themselves.

Synth Heads are created using a process called Generative Art, that algorithmically generates new ideas, forms, shapes, colors or patterns. This process ensures each NFT is completely unique, with some having more rare qualities than others. The series generation pays homage to synth culture, a cornerstone of electronic music creation and performance, whilst also celebrating music instrument history - going all the way back to the first analogue synth created in 1965. **Rising**, an international creative studio, was the design lead for the project and executed the generative script for the collection.

Owning the unique digital collectible Synth Heads, will give collectors exclusive access to a range of benefits including, but not limited to, becoming members of the Synth Head community, special passes to festivals, unlocking future utility in the Beatport ecosystem and beyond, as well as future NFT and metaverse experiences.

In total 3,030 Synth Heads will be available at a price of 0.06 ETH or about \$192 U.S. A secondary market has been established on Open Sea [HERE](#).

Please visit Beatport's [Discord](#) to connect with the Synth Head community and find out about the latest updates.

Video & Artwork embed or links here:

[Video](#)

[Individual Synth Head Model Artwork](#) (Square, Story, 1400x1050)



About The Beatport Group

The Beatport Group is the worldwide home of music for DJs, producers, and their fans. Founded in 2004, the The Beatport Group family of companies includes [Beatport](#), the preeminent store for electronic music DJs, [Beatsource](#) for the open-format DJ community, [Loopmasters](#), [Loopcloud](#) and [Plugin Boutique](#) for music producers, and Beatport Media Group for brands and fans of DJ culture. The Beatport Group's portfolio of products includes an array of high-quality audio solutions to choose from, including: full song downloads, exclusive content from leading labels, a streaming music service seamlessly integrated into DJ software and hardware (LINK) and exclusive sound packs and plugins. All of the content is expertly curated on a weekly basis by a global team that helps define DJ culture. Beatport has offices in Berlin, Brighton, Denver and Los Angeles. Follow us on [Twitch](#), [Facebook](#) and [Twitter](#), and [Instagram](#).

About PIXELYNX

PIXELYNX is a new gaming venture which has been created by iconic musicians and technologists Joel Zimmerman aka deadmau5, Richie Hawtin aka Plastikman, and music industry visionaries Ben Turner (Graphite; IMS: International Music Summit; AFEM: Association for Electronic Music), Dean Wilson (Seven20 Entertainment / mau5trap), and Inder Phull. The company, based in London and Los Angeles, is focused on building a music metaverse that will

transform the way artists connect and engage with their fans through gaming experiences. Pixelynx' NFT strategy development and execution is supported by Seven20 Entertainment (management company to deadmau5 and other notable acts and ventures). Learn more at <https://www.pixelynx.io>.

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