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**NEW MOBILE APPLICATION INTRODUCES
REVOLUTIONARY WAY TO LISTEN TO MUSIC**

NASHVILLE (Tenn.) These days, most of us find ourselves passively listening to music in a repetitive fashion. Guitarist Adrian Belew has changed the way we listen to music through the exploration of music, art and technology.

FLUX by belew™ provides listeners access to a mobile experience that blends music and art into the future of music application. With access to hundreds of new songs, snippets and sound bites that have been randomized, pulled apart and reassembled, you will never hear it played **the same way twice**.

“I think the Internet has changed the way we process information,” said Adrian Belew. “Things need to be quick, random and surprising just to hold our attention, and I believe music should be like that as well.”

FLUX by belew taps into what we love most about the Internet and social media: it’s always changing and moving forward. FLUX is comprised of songs, sound bites, riffs and chaotic noise - all recorded and created by Belew himself. Developed in Amsterdam by MOBGEN, the musical roulette engine within FLUX randomly connects sounds and visuals together using several different algorithms to produce new combinations of music that are unique to each listener’s eyes and ears.

Every time listeners come across tracks they like, they can save them as favorites and return to them another time. Since there are hundreds of different songs and effects within FLUX, there is also an information button for each track that tells you how it was produced, what recording techniques and instruments were used, along with stories of what inspired the intriguing sounds within.

“I wanted to involve the outside world and nature in the recordings - not just songs of music but also the sound of life. Things are different all the time,” says Belew, proving FLUX is truly an evolving experience.

The app is currently available for iPhones and iPads through the iTunes store for \$9.99.

ABOUT ADRIAN BELEW

Adrian Belew is the world’s greatest experimental whammy twang bar, czar rhino, stunt guitarist extraordinaire. With a resume that features some of the biggest names in music including David Bowie, Nine Inch Nails, King Crimson, Talking Heads, Paul Simon and Tori Amos, Adrian is famous for pushing the boundaries of the guitar in both technical and tonal exploration.

Today, Adrian Belew lives in Nashville, TN, touring the world and focusing on music and visual art that expands into the digital world through his latest creations, FLUX by belew and FLUX:FX.

ABOUT FLUX BY BELEW

FLUX by belew is an app that pulls music and visual art apart and reassembles it into a unique experience that never plays the same way twice. Belew imagined, created and recorded all new music with several hundred different effects, songs, sounds and sonic clips within FLUX by belew that allows it to be quick, random and continuously surprising. This app leaves us with striking compositions and images that make up an incredibly unique experience that is unique to your ears every single time. For more information, contact **info@FLUXbybelew.com**.