



INTRODUCING FLUX by belew™ FOR CONSUMERS

While music is constantly changing, the way we listen has remained stagnant. Individuals download an album, and passively listen to it. Adrian Belew, mastermind behind the new iOS app FLUX by belew™, set out to provide music enthusiasts with a new, ever-evolving way to enjoy music that never plays the same way twice.

Today, we are introducing FLUX by belew, an app that blends music and art into an interactive experience. There are several elements included in the FLUX by belew app for you to review, peruse and enjoy.

THE ROULETTE ENGINE

Named after the casino favorite, the concept of a roulette is at the core of FLUX by belew. This engine runs in the background and controls the random selection of the hundreds of available audio tracks and snippets within the app. Every time the app is launched, a playlist of approximately 30 minutes is created. Each piece of audio within the FLUX universe has a unique score and series of specific modifiers that Belew adjusts. This means a combination may have a higher chance of playing one day and a very low chance the next (depending on the spin of the roulette and the whim of the artist). The app also allows each user to exert a level of control within the musical chaos through a *favorite* and a *skip* option.

VISUALS

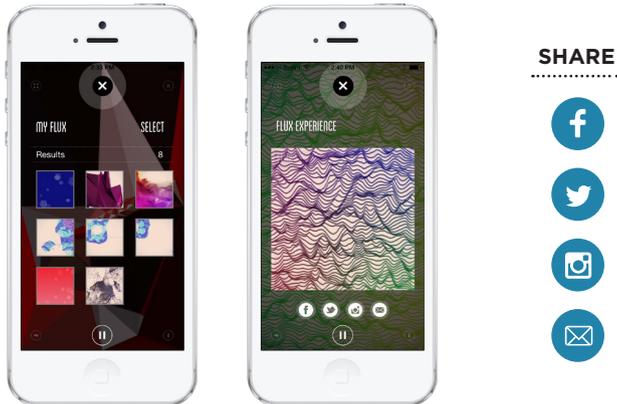
In addition to the audio functions, the roulette engine also controls the striking visuals of FLUX which run with each new song. Video shards, generated imagery, an audio particle visualizer, a manipulated Adrian Belew painting or a photo accompanies each piece of music. The visuals are designed to represent the juxtaposition between the

organic nature of the recordings and the digital nature of FLUX itself. Mathematical functions (including the Delaunay and Voronoi algorithms) have been incorporated into FLUX to translate the real life source material into something that 'lives' natively inside the app. This is, in essence, the visual language of FLUX.



📷 CAPTURE & SHARE

FLUX by below allows the listener to capture individual frames of the visuals and store them in the *My FLUX* section of the app. The images can be saved to the app's gallery and used as wallpaper or shared via Facebook, Twitter, Instagram or email. This allows listeners to create community around the sharing of their totally unique experiences within the app.



📄 TRACK INFORMATION

Each track includes a section comprised of extensive notes written by Belew to tell a story behind the track, lyrics or explain the equipment and techniques used to record the audio. This is a goldmine of information for musicians and a must have for any Belew fan.



❓ HELP

When the listener launches the app for the first time, a short 'walkthrough' gives a basic overview of its interactions and features. This can be accessed again at any time by opening the *help* section from within the menu.

🕒 HISTORY

As a FLUX playlist is often surprising and quick to change, the *history* button allows the listener to go back to recently played tracks. From here, the track can be added to a user's *favorite* section and accessed at a later date.



★ FAVORITES

Listeners can *favorite* a track with the star icon in the top right corner so it has a greater chance of being played more frequently. FLUX saves the track to the *favorites* section of the app (accessed via the *menu* button) allowing the listener to play it at any time in the future.



🎵 STORE

In FLUX by below, new packs of audio and visuals are constantly added to the mix. These might be alternative versions of existing tracks or new songs which means the FLUX by below stream is an evolving, creative platform that continues to change over time and never plays the same way twice.

📰 NEWS

FLUX by below isn't Belew's only project; he is constantly touring, working on other projects, including FLUX:FX, and recording both for himself and as a studio musician. The *news* section within the FLUX menu is a noticeboard of his activities so FLUX users are always in the know with everything Adrian Belew.