

PRESS RELEASE

For immediate release



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Introducing Soundcheck, the Meinl Cymbal Set-Up Configurator

Soundcheck is a new Web Application which is part of Meinl's new www.meinlcymbals.com website.

"When we started to work on our new website, we made a survey among our fans and asked them what a new Meinl cymbals website must have in their opinion," explains Meinl's Norbert Saemann. "By far a cymbal set-up configurator has been mentioned most often."

The Meinl cymbal set-up configurator allows a drummer to build and listen to a personal cymbal set-up on meinlcymbals.com, and then share it on Facebook or Twitter. The set-up can also be saved as desktop wallpaper or as a Facebook title image. It can then be saved and modified later again, or simply printed out.

Apart from that, the set-ups of all Meinl artists can be viewed and listened to on the Soundcheck too.

"Our Soundcheck Web Application is more than just a cymbal set-up configurator," continues Saemann. "It's a serious product education tool that really helps you find your individual cymbal sound and it's also fun to play with. It's also a great way to explore our enormous sound library and let your friends be part of it on Facebook and Twitter."

