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I surrender to Aurender in an evolving digital world of virtual reality

My professional career has spawned four decades of meandering merrily, meddling meticulously with missives and playing passionately with pets propelled by switches in deference to leashes. In that regard I'm honoured and privileged to be a contributor to the world's most prestigious online group of publications, Canadian-based [The Soundstage Network!](#) Since 2008, most of my articles have been written for its flagship, [ultraaudio](#).

In March 2012, serendipity created a covalent bond between Charles Kim, Marketing and Sales Director of [Aurender](#), Korea's premier manufacturer of digital music players, and me. We participated in an ultraaudio event, [TWBAS](#), for which I submitted [an article](#) in June of that year. Subsequently, he and I conceived a strategy to simultaneously introduce Steelpan music to Koreans and Aurender products to Caribbean enthusiasts.

Charles penned a letter enthusiastically describing me as "a gentleman and man of culture" to the (then) Korean Ambassador to Trinidad & Tobago, H.E. Wonkun Hwang. Following a meeting with His Excellency, I recorded the popular Korean folk song, [Chilgapsan](#) with Pantastic Players, a six-member Steelpan ensemble, using a score adapted by virtuoso Steelpan arranger Yohan Popwell from the original, written for conventional instruments.

Three years later this music resides in the playlist of Aurender's [new generation of music players](#). Additionally, Popwell's adaptation of the Korean National Anthem and relevant artwork in the form of digital posters illustrating the history and development of the Steelpan in its quest for mainstream recognition, [are available](#).

This conspicuous exposure will create a 'niche opportunity' for Sanch to contribute high-resolution Caribbean content to the exciting new audiophile streaming service [TIDAL](#). Furthermore, Sanch will woo customers in the Caribbean and its Diaspora into the new realm of virtual reality with the sleek, elegant, aesthetically and financially appealing [XPAC](#) for which Aurender's innovative proprietary software now allows users to navigate the TIDAL platform seamlessly via an Apple IPAD used as the remote control.



Aurender's range of exquisite offerings now includes commodities for home and personal entertainment as well as audiophiles on 'the lunatic fringe'. With the current exponential rate of technological advancement, it is conceivable that holographic imaging will eventually and cost-effectively become a medium for video streaming and that Aurender will continue to surf the leading edge of that curve.



Finally, I wish to sincerely thank [Sally Jeung](#), Aurender's International Marketing Manager for her kind support especially in translating some of my copious liner notes into Hangul for the benefit of Koreans.

It is without reservation, therefore, that I pledge eternal loyalty to Aurender, its vision and mission.

Simeon L. Sandiford

Managing Director