



FINGER MUSIC & SOUND DESIGN SCORES COMMERCIAL FOR DROID RAZR LAUNCH



Verizon Wireless Droid: Payload

FOR IMMEDIATE RELEASE: (New York, NY, November 10, 2011) - When McGarry Bowen was asked by Verizon to create a unique and explosive spot to launch their new Droid Razr, they turned to Finger Music & Sound Design (Finger) and Creative Director Dave Hodge.

Directed by multiple award winner Noam Murro and evocative of a futuristic James Bond film, the commercial features an agent on the hunt to rescue a powerful, top-secret spy gadget. He chases the kidnappers on a hyper-modern motorcycle, penetrating their armored vehicles to retrieve the device. The prize is then revealed: the ultra thin, ultra cutting edge, ultra beautiful Droid Razr.

McGarry Bowen's Mark Koelfgen and Music Producer Jean Scofield asked Hodge to take a musical approach as innovative as the footage, shirking the usual shot-driven scoring method. In response, Hodge came back with 90 second options that could be shifted around the 60 second visual components for the strongest cinematic impact, without being overly scored to picture.

"Noam did an exceptional job of smoothly working a multi-layered story of an armed convoy heist into a very short duration," says Hodge. "Rather than having the music compete with the intricate visuals, Mark and Jean requested that we make a track with a strong arc that could both stand alone and synchronize in places naturally, without being tailored to every shot."

On the heels of Finger's internationally renowned Audi "Hummingbird" commercial track, the Droid Razr spot's powerful mix of classic film score and electronic sounds adds to Finger's reputation as the go-to music and sound design company for agencies and creative directors.

About Finger Music & Sound Design

In 2002, Executive Producer/Partner John Murrell established an innovative, top quality music and sound design company. Two years later, Murrell teamed up with Creative Director/Partner Dave Hodge to build on Murrell's vision and grow the company's global roster of ad savvy composers, well known recording artists, film composers, and feature film sound designers. Finger Music & Sound Design (Finger) was born. Finger provides bespoke musical solutions, completely customized to fit its clients' unique needs. With offices in London, New York, and Los Angeles, Finger continues to partner with the world's premier advertising agencies and producers to create innovative award-winning audio for commercials, films, television, new media and video games. For further information about Finger Music & Sound Design, please visit www.fingermusic.tv. Follow @Finger_Music on Twitter.

About John Murrell - Partner/Executive Producer, Finger Music & Sound Design

John Murrell began his illustrious music industry career post-producing high profile commercials and music videos at the Moving Picture Company for world-class bands, including Oasis, Pulp and Basement Jaxx. Along the way, he forged close connections with the creme of London's musicians and commercial production community. Building on his extensive production background and deep artist relationships, in 2002, Murrell founded Finger Music & Sound Design (Finger) to provide top quality, innovative music solutions for agencies and producers across media. Two years later, Murrell added to Finger's expertise and networks by joining forces with renowned musician, composer and music producer Dave Hodge.

About Dave Hodge - Partner/Creative Director, Finger Music & Sound Design

Hailing from Canada, Dave Hodge is an award-winning musician, music producer, composer and sound designer who has been professionally steeped in the scene since he was a teenager. He's performed with some of the most critically acclaimed acts around the globe, including Basement Jaxx, Bran Van 3000, Macy Gray, Broken Social Scene, Feist and Brazilian Girls. The artists who have turned to Hodge to contribute production and arranging on major label records and remixes are an eclectic, high profile group which include the likes of Janet Jackson, Carly Simon, and Deelite. After scoring commercials for Finger Music & Sound Design, Hodge joined as Partner and Creative Director in 2004, contributing his vast and varied musical expertise and close connections to exceptional musical talent.