# @home r3corDs

@home r3corDs or At Home Records is a digital retailer of 3D scans of vinyl record albums. The high quality scans are for use on the customers home 3D printer. We are focused on an emerging market that predicts the increased quality in 3D printing and scanning as well as a price drop in technology allowing for at home 3D printers to be in many households.

@home will obtain and scan classic printings of vinyl records. The company will keep a database of all high quality record scans. Each time we scan an album into the inventory we will obtain a license from the record company and all interested parties. The record company and artist will receive a royalty from each download of the scan. The customer selects an album in our inventory and downloads the scan file.

## Audience

The audience for our product is made up of DJs, “hipsters”, collectors, and “audiophiles”.

Because our site will specialize in copies of classic albums not new recordings we will be selling to people who want original recordings no longer available on the market. In certain circles the analog sound of a vinyl recording is preferable to the digital compression of modern music files. We have based our product on the theory that accurate scanning and printing will exactly copy the pits in a vinyl record so that the needle cannot distinguish between the original and a copy.

Turntable DJs have in many cases been replaced by digital djs. However there is still a market for records for the traditionalist DJ. Instead of searching through countless bins at the few remaining record stores, a DJ could find that “old school” recording by searching through our site database and instantly printing their own copy of a record. A wedding or event DJ could have the brides special request song in less than a day and never have to compromise their own standards on sound quality.

A vinyl collector can spend many man hours and dollars finding the rare album for their collection. However once they obtain this jewel in their collection they may never be able to listen because of its condition or it is sealed for collecting. Our site would obtain and store copies of those rare albums so that the collector could print out a second copy at home. They could enjoy the sounds of their prized possession without ruining its collecting value.

In order to obtain copies of rare albums the company will buy and/or borrow copies of these hard to find albums. We will make a master scan and then return or resell the rare album. We would work with the museum curators and grading authorities in order to protect the value in the rare item. Customers would be able to make suggestions on the site for albums that they are looking for.

The biggest market for the site would be the “hipster” who is looking to increase their vinyl collection but doesn’t have the same disposable income as the collector. The “hipster” customer is looking to recreate the world of vinyl only sound recordings but in the fast paced world of today. The site would allow them to find music from the 50s, 60s, 70s and 80s in its original pre CD formats with the same convenience of signing onto iTunes or Google Play.

The only market share that digital retailers are currently missing is the audiophile. This group of music listeners are obsessed with the sound quality of recordings and want the pure sound of uncompressed music. All digital music sold on the web is compressed and is unacceptable to this elite group of listeners. A 3D printed scan of an album would bring the immediacy of the digital download to the analog world.

The website will work on all web browsers that use HTML5 and CSS3. The user will need to have an audio player plug in to listen to the song samples. There will also be instruction videos on the site that will require a video player. There will also be a phone application for the site. From the phone application you will be able to search and buy your scans but downloading will be disabled. Your purchases will be saved in your account and then you will have to download when at your desktop or laptop.

The customer will need a valid credit card or paypal account in order to purchase a scan.

In order to use the scan they purchased the customer will need to own their own high quality 3D printer. The site will also sell physical copies mailed to the customers address for an increased price that includes materials and shipping and handling. The scan alone will be much cheaper than the physical copy.

In order to legally copy and sell music the company will obtain a license for every recording it sells. There will be a royalty system that gives a percentage of each download to the record company. The are essentially a secondary customer who is able to gain a profit share in the second hand record market in exchange for the right to legally reproduce their music. The record companies would be able to profit from increased sale without having to do any of the work.

The site will also host recordings of new or unsigned artists. Under agreement with the artists these will be distributed for free, pay-what-you-want, or at a price determined by the artist. By giving away free recordings the customer will be able to print and listen to a 3D record before committing to purchase a commercial album. The artist receives exposure in exchange for their license to distribute the music with no royalty.

## Long Term Goals

@home r3corDs is positioned to become the primary distributor of 3D albums scans. As the first to the market @home plans to sign exclusive deals with record companies to be the 3D scan distributor of their previously released works. We will be able to offer high percentage royalty rates to the record companies and artists because of the low cost of distributing the scans. Success in this goal will be measured by the percentage of the major recording labels that have licensed their material to @home.

@home plans on holding the largest collection of vinyl recordings in the market. In a market where physical storage space is a cap on size of collection, @home will have an almost infinite storage space. By keeping only the digital scan and having the ability to produce a physical copy on demand. We will have the ability to store copies of rare or limited quantity recordings without the need to keep the original. The catalog available to our customers will increase daily as new records arrive at the scanning facility and are uploaded to the database.

With this market share @home r3corDs plans on being the iTunes of 3D printed music.

The webstore is located at [www.athomerecords.com](http://www.athomerecords.com) and redirects from [www.athomer3cords.com](http://www.athomer3cords.com).

## Web Technologies

@ home r3corDs will be using Ruby on Rails for the frontend, structuring with HTML5 and styling with CSS3. Client-side scripting will be in Javascript, and server-side scripting will be in Ruby.

Rather than maintain a massive database to keep track of song, album, artist, and label metadata, that information will be pulled from the [echonest API](http://developer.echonest.com/) through its Ruby bindings, [echowrap](http://echowrap.com/).

A database will be kept in-house, however, for @ home’s metadata: e.g. song popularity, song demand, songs/albums purchased by users, etc.