



POLISHING OF METAL

...And the saga continues for on Aug. 21, 2006 the long awaited **Polishing Of Metal**, the third in the historical multimedia series, finally arrived. Now we see "Skel" transformed into a demonic warrior character from hell wielding an ornate battle-axe. The artwork is no less stunning, this time illustrated by Barry Waddell of Florida Progressive Metal band Seasons Of The Wolf. The picture shows Skel, now totally clad in chainmail armor, emerging from a computer monitor seriously P.O.'d about something! The image merges the past and future of Heavy Metal together showing how technology and it shall merge.

Indeed, Polishing of Metal was what the Alliance could have been with more money and time, for it completely merges all of those past independent release experiences into one nice neat package featuring updates to the past projects as well as several returning bands, including Demacretia and Raggedy Aneurysm. Based on an article written by McDonald some 8 year's ago and subsequently published in the USA, now the Polishing of Metal CD-ROM is a project released after more than 8 year's in the making.

Massively updating the software and music of Alliance and Recorded History, Polishing of Metal became a double CD set featuring some 5 hours 30 minutes of music, both playable via standard CD deck but also on the computer via Adobe PDF. Over 1 million changes were made since the past effort, Recorded History, including twice as many bands with 1,300 biographies and over 900 album reviews! Now with 19 music videos and well over a hundred licensed color photographs & 10,000 digital pages listing the history of the genre, the release went far beyond its predecessors! The details went right down to the text itself, now in a smoother font with better magnification for easier viewing. Emperor Multimedia launched its NEW animated logo with this release as well! The disc features almost every genre of heavy metal and bands from around the world. Featured on the disc is the CD's Author Derek McDonald in the Penetrator music video! The production was 100% financed by Derek McDonald; the bands selected were those who volunteered material for the project, all of whom are independent artists. Polishing of Metal is available in 2,400 retail sites around the world.

Coinciding with its launch was the new company website featuring an extensive database on-line of all the bands in the release and beyond, capable of broadcasting video and audio! You can see it at:

<http://www.diskery.com/diskery/projects/index.html>.

Title: The Polishing Of Metal

Official release date: August 21, 2006

Distribution: Worldwide via Diskery International, CDBaby, IndieCentric, BandVillage, Earplugged.

Price: \$12.50

Official information & Sales site: <http://www.diskery.com/diskery/projects/pom1.html>

Published by: Emperor Multimedia

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MEDIA RELEASE
FOR IMMEDIATE RELEASE
DATELINE: AUGUST 26, 2006: OAKVILLE, ONTARIO, CANADA

INDEPENDENT MULTIMEDIA AUTHOR RELEASES REVOLUTIONARY CD!

Oakville, Canada resident Derek McDonald has released a CD that just might revolutionize the music industry. In these days where record companies are struggling to find their place in the new world of the internet, downloadable music, satellite radio and large numbers of independent labels with artists less likely to move to a major, the business is looking for ways to market their products.

Like it was once said "...*the medium is the message...*", the answer may lie in the full color 2CD set called "Polishing of Metal", the third independently financed and released multimedia CD by Derek McDonald.

Although the subject matter is Heavy Metal, it could easily be adapted to any music or any topic for that matter, indeed media in both the entertainment AND electronics communities are asking about the CD.

The disc features 8 years of research with 5 and half hours of music in both standard and MP3 formats listing independent bands from around the world. It has 19 videos compressed onto it, 1304 band biographies, 900 album reviews, along with the entire history of the Heavy Metal Music genre on digital PDF pages (commonly known as an E-book). This "E-book" fully integrates with the music and videos on the disc, as well as connecting to the Internet; with as little as the Adobe Acrobat Reader and an Internet Browser for software (all available free on-line) with a modest Pentium-II or Macintosh computer someone could be "surfing" the disc, a disc (like Derek's past two) that is being considered by the United Nations (UNESCO) as an "Achievement to mankind". The disc also has a complete website with active database of artists to allow owners to easily gain updates as the information ages! This entire project was masterminded and completed by A SINGLE INDIVIDUAL with the volunteer submission by the artists. Nobody paid to be on the recording.

"All the record companies are essentially selling the same product – a product that has been around for more than a hundred years... recorded music on a flat round disc; ho-hum and boring. If they want to sell a product in the new world order then they had better spice it up; give up some control and let the independents with fresh new ideas and technology have a go at it and work with them. The people want to feel the disc they are buying is worth the high \$20 price and that downloading just the music off the Internet is no longer fun. The fact is: these new technologies are here we have to accept it and move on", says McDonald, *"my plan was to create a CD like no other – to see how far we could take this technology before we give it up and move on to DVDs, Memorysticks and others."*

McDonald is also featured on one of the videos on the CD.
The CDs were manufactured by SONY.
Polishing Of Metal is expected to retail around \$12.50!

More information is available at: <http://www.diskery.com/diskery/projects/pom1.html>
Derek McDonald can be reached at info@diskery.com
The disc is sold internationally through DISKERY INTERNATIONAL and published by EMPEROR MULTIMEDIA.