

FAO: Media outlets

August 31, 2023

Faith, Inc.

World's first^(*1) public recording with "remote direct cutting" Limited sales planned for recorded vinyl records^(*2)

Faith, Inc. (President & CEO: Hajime Hirasawa; Head Office: Nakagyo-ku, Kyoto; Securities Code: 4295 TSE Prime; hereinafter, "Faith") held the world's first^(*1) public recording by Remote Direct Cutting at the live performance of international keyboardist BIGYUKI on Monday, August 21, 2023. The live music recorded on the day will be sold in limited quantities. ^(*2)

Direct cutting is a method of vinyl record production where an original is cut with a cutting machine at the same time as the performance, without going through any of the processes typically associated with record production such as recording, editing, and creating a cutting master. In 1969, Nippon Columbia Co., Ltd. (now a Faith Group subsidiary) produced the world's first^(*3) high-quality 45 rpm disc^(*4). Another world-first has been achieved with this attempt at direct cutting from a remote location^(*1), in which a live venue was connected to the analog cutting studio at Nippon Columbia's COLUMBIA Studio & Archive in Minami-Azabu via a high-speed Internet connection to perform real-time direct cutting of a live performance by BIGYUKI. This recording captured the realism of the moment in which the performance was created by blending digital and analog using a technique called "direct cutting" while transmitting through a digital stream using the latest technology.

With this attempt as the first phase, the Faith Group plans to commercialize a service that provides access to remote direct cutting not only in Japan but also worldwide. We will continue to actively promote world-first and Japan-first initiatives to deliver high-quality music experiences to our customers in the areas of sound quality, art and performance.

(*1) This is the world's first direct cutting from a remote location using an Internet environment in a live performance with an audience of around 100 people. (Based on our research)

(*2) While we are currently planning sales of the recorded work, please note that this may be canceled.

(*3) See page 29 of the Survey Report on the Systemization of Technologies "Historical Development of Analog Disk Recording Technology and Artifacts Now in Existence" from the National Museum of Nature and Science, Tokyo.

(*4) Vinyl records typically rotate at 33 or 45 rpm. The grooves cut for the faster 45 rpm format are deeper, which can result in records that have greater sound quality.

■ Faith (TSE Prime: Securities Code 4295) <https://www.faith.co.jp/>

Faith has been working to create content distribution systems since its inception, and its achievements include devising and commercializing the world's first melodic ringtone for mobile phones*, which was then established as a new culture originating in Japan in about 100 countries around the world.

"Leave the present, Create the future." Under this Corporate Philosophy, Faith is expanding its business globally in fields such as entertainment, education, and life based on our core competency of "sound" under the umbrella of Faith Group companies (including Nippon Columbia) that have the functions required for distribution platforms.

The Faith Group will continue to build distribution systems for music and other content, and provide solutions for distribution and sales to create markets and cultures of value for society. (*Based on our research)

* The company and product names described in this press release are the trademarks or registered trademarks of their respective companies or organizations.

This is a summary version of the press release which Faith, Inc. has released on the August 31th, 2023. Please refer to the official press release (in Japanese) from here.
https://www.faitn.co.jp/press/pdf/20230831_rdc.pdf