

# 'AcoustiCards' iPhone App Offers Quality Personalized Songs for Christmas

HITCHIN, UK, December 3, 2013 /EINPresswire.com/ -- [AcoustiCards](#) is an iPhone app for sending top quality [personalized musical greetings](#) - simply, quickly and at less than the cost of posting an ordinary card. With delivery in seconds, last sending day is Dec 25th! And each carol sent raises money for [Music Therapy](#).

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AcoustiCards has a great choice of seasonal songs, which can all be fully personalized.

The AcoustiCards iPhone app offers a choice of Christmas songs as well as greetings for other occasions, with each song completely personalized. Users can include the recipient's name along with several more descriptions chosen from hundreds, ranging from the personal ('feeling arty'; 'wearing purple') to the very personal ('on the sherry'; 'rather hairy') via the strictly seasonal ('singing carols', 'flaming puddings') and the slightly mixed-up ('wrapping parsnips'? Perhaps if you've been 'on the sherry'!)

The AcoustiCards app has been developed by award-winning Hertfordshire-based radio producer, Paul Arnold. He was facing some tough times back in 2011 when he decided to throw his money and energy into creating a unique personalized musical greetings app. Paul brought his skills in audio production, music and interactive projects together to create AcoustiCards, an iPhone and iPad app that seamlessly mixes hundreds of options into its songs.

Paul says: "Having an idea for an app, is in many ways, the modern equivalent of having an unfinished novel in a drawer somewhere. To see the smile on people's faces when they get to a line in the song that is perfect for them - that makes it all worthwhile."

The app has been updated for Christmas, offering a quick, eco-friendly and unusual alternative to the traditional Christmas card, with 10p (16¢) from every carol donated to the charity Music As Therapy.

Alexia Quin, Founder of Music As Therapy says: "Christmas is a great time to reach out and send gestures to loved ones, and music is one of the most memorable and positive forms of expression. It is not often we receive something so unique and personalized. We're very happy to be involved with the AcoustiCards app, which will be sending unexpected smiles in the form of music all around the world this Christmas."

AcoustiCards is growing. If you have an idea for a song or know a singer or a band who would like to be involved, please contact us.

·The AcoustiCards app is FREE to download for iPhone, iPad and iTouch from <http://itunes.apple.com/gb/app/acousticards/id566334458?mt=8>

·AcoustiCards cost from GB £0.69 (US \$0.99) to send.

·GB £0.10 from all Carol cards sent in December will go to Music As Therapy

·Recipients do not need to download the AcoustiCards app to access their greetings

·Users can preview as many personalized AcoustiCards musical greetings as they like before making a selection

·For more information or to arrange an interview with app creator Paul Arnold, please contact: [info@acousticards.com](mailto:info@acousticards.com)

To see example cards, please visit [www.acousticards.com](http://www.acousticards.com)

## About Pictures in Sound

Paul Arnold is a radio producer and engineer with three Sony awards and an equal number of BBC Innovation awards to his name. Working two days a week making trails and packages for BBC Radio 4 and 4 extra, he freelances the rest of the time. His previous work has included Chain Gang, the bite-sized radio drama told by its listeners, and Easter Diaries, winner of a Jerusalem award at BAFTA. More details can be found at [www.picturesinsound.com](http://www.picturesinsound.com).

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