PRODUCT BRIEF

The Mixfinity tape is a stand-alone, physical–digital audio format designed to make spoken-word and curated audio something you can hold, gift, and keep. Rather than living inside an online account or feed, audio published on Mixfinity exists with the object itself, enabling intentional listening and long-term ownership.

Mixfinity is designed as a publishing format for creators and studios, and not as a mass-market consumer gadget.

Why Mixfinity Exists

Streaming platforms have made audio abundant, searchable, and disposable—but difficult to collect, preserve, or share as a physical artifact. Mixfinity explores a different model: audio as an object, released deliberately and experienced offline, much like a book or record.

Mixfinity is not positioned as a replacement for streaming, but as a complementary format for audio meant to be kept, revisited, or gifted.

Intended Use Cases

Mixfinity is designed for creators and studios interested in publishing audio as a physical release, including:

- Podcast seasons or special editions
- Spoken-word projects, interviews, and lectures
- Limited releases, gifts, or archival editions
- Bespoke cross-catalog mixtapes
- Hard-copy audiobook releases ahead of streaming availability

Experience Design

Mixfinity emphasizes intentional listening over multitasking. The device is designed to be simple, durable, and legible at rest—on a desk, shelf, or bedside—without requiring constant interaction.

Front and rear E-ink displays allow album art, titles, and track lists to remain visible even when the device is powered off, reinforcing its role as a physical artifact rather than a transient playback device.

Hardware & Format

The Mixfinity tape is a self-contained playback device designed around longevity and offline use.

Key characteristics include:

- Physical enclosure (industrial design subject to refinement)
- Wireless Bluetooth audio playback (e.g. AirPods, car stereo)
- Dual 3.7-inch E-ink displays for persistent visual context
- Clear jewel case: mixtape album art and track list remain visible powered off
- 3.5 mm analog audio output
- USB-C charging
- Rechargeable li-po battery (user-replaceable similar to AAA battery)
- Offline listening by design (no Wi-Fi radio)

Content & File Model

Mixfinity is designed to store audio locally on the device. Content is loaded just-in-time at the point of order fulfillment and shipping to customer. Early prototypes support side-loading audio via USB mass storage, and factory restore functionality enables return to the original as-shipped "golden record" track list.

Content management and publishing workflows are expected to evolve through early pilot programs with creators and studios.

Publishing & Distribution Model

Mixfinity follows a creator-first, B2B2C model. Initial releases are intended to be produced in collaboration with podcast studios and publishers exploring physical audio distribution, rather than direct-to-consumer mass retail.

Availability

Initial Mixfinity tapes are planned to be produced in limited quantities through early distribution pilots beginning in summer 2026. Broader availability is anticipated in winter 2026.

About Mixfinity

Mixfinity is based in New York, New York, and is focused on developing new physical formats for publishing audio.

https://mixfinity.com

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