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Ringo Starr's latest album gets USB release

Wristband from rocker

by Amy-Mae Elliott published on 27 December 2007

While the world waits for The Beatles back catalogue to make its digital debut, former band member Ringo Starr has turned to a different kind of modern technology with his latest album release.

As well as a more traditional CD release, and availability as a digital download, Starr's new studio album "Liverpool 8" will be sold as a USB wristband.

Available on 15th January 2008, it's not the first wristband launch we've seen, but it is possibly a debut for someone of the older rock star generation.

Anyone opting for the wristband version will be well rewarded, as as well as the album pre-loaded, the USB version offers a personal video message, interview and track commentary from Ringo Starr, behind-the-scenes making-of footage from the recording sessions, ringtunes, photos and more.

