

# Zimrii is the platform of choice to release Limited Edition's Music Video NFT

**Sydney, New South Wales Apr 20, 2022 ([IssueWire.com](https://www.issuewire.com))** - Zimrii, an innovative music technology startup empowering music artists to develop an engaging relationship with fans has been chosen as the platform to deliver a live performance content series called Limited Edition.

Working with 10 of Australia's up-and-coming artists as selected by Triple J, Limited Edition is a unique collection of music videos, recorded at the world-famous 301 music studio in Sydney.

Every episode of Limited Edition is recorded in front of an exclusive live audience for an intimate 'real performance' experience.

To generate new revenue streams for the artists, the performances will also be turned into unique and exclusive NFTs released on the Zimrii platform and provide the mechanism for fans to acquire and trade these collectibles.

"We are thrilled to be involved with Limited Edition in providing a new way for emerging artists to tap into the growing interest and potential in NFTs and digital tokenisation as a way to develop a new fanbase and reward their existing fans in exciting new ways," says Mo Jalloh, CEO, and Co-Founder.

Launching in Mid-May 2022, the content is recorded at the highest quality featuring emerging Australian musicians, enabling fans to own a unique piece of digital content from a selection of ground-breaking artists. Learn more at [limitededitionmusic.com](https://limitededitionmusic.com)

## About Zimrii

Zimrii is an innovative music platform, built to empower musicians to promote their music through blockchain technology. By focusing on the tokenisation aspects of blockchain, Zimrii develops alternative streams of revenue and alternative engagement models for music artists.

## Media Contact

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