

424 Records Embraces AI-Assisted Music Production and Expands Roster of Original Virtual Artists

Independent label founded by songwriter and producer Matt Heart combines decades of music experience with emerging AI technology to develop original artists, songs, and musical identities.



Maumee, Ohio Aug 25, 2026 ([Issuewire.com](https://www.issuewire.com)) - **424 Records** is embracing emerging artificial intelligence technology as another creative tool in the music-making process while expanding its roster of original virtual artists.

The independent label has created and developed a growing roster of original virtual artists, including [The Bobbi Myers Band](#), [Serena Simone](#), **Teddy Luther**, and [Kevin Haunt](#). Each has been developed with a distinct identity, personality, visual appearance, musical style, and creative direction.

Founder Matt Heart brings more than 35 years of songwriting, recording, and music production experience to the projects. Songs released through 424 Records are written by Heart or his son, [Jhuryll Phoenix](#), with Heart guiding arrangements, instrumental direction, vocal concepts, character development, and overall creative decisions.

While artificial intelligence plays a role in the production process, 424 Records views the technology as a creative tool rather than a replacement for songwriting or artistic vision. Individual songs can require hours, days, or even months of writing, experimentation, revision, and production before they are considered complete.

"Our artists may be virtual, but the creativity behind them is very real," said Matt Heart. "Just as comic book creators develop superheroes or filmmakers create unforgettable characters, we've built a roster of musical personalities that exist through storytelling and music."

424 Records believes artificial intelligence represents another evolution in music production while remaining committed to original songwriting, artistic direction, and creative ownership.

Q&A WITH 424 RECORDS FOUNDER MATT HEART

Why did you choose to use AI?

Technology has always changed the music industry. People once criticized keyboards, drum machines, synthesizers, and sampling, yet today they are accepted as standard tools of music production. AI is another step in that evolution. At 424 Records, we believe in embracing new technology while keeping human creativity at the center of what we produce.

What are the benefits of working with virtual artists?

The creative process can remain completely focused on the music and the vision for each character. I can shape the vocal performance and emotional delivery around exactly who that artist is supposed to be. Ironically, I sometimes choose to leave imperfections in recordings because those flaws can make a performance feel more human.

Are these artists "real" to you?

Absolutely. I view our virtual artists much like other creators view superheroes, animated characters, or fictional worlds they've created. They have names, personalities, histories, visual identities, and unique musical styles. They exist first in my imagination before they ever become songs.

How are the vocals created?

The process can be very complex at times. Sometimes I perform vocals myself and use AI as a creative production tool, directing it to improvise or build upon a performance. Other times I guide the vocal delivery from the ground up to fit the personality of a particular artist. AI helps execute the creative vision; it doesn't replace the songwriting and artistic direction behind the music.

Who writes the music?

Songs released through 424 Records are written by either Matt Heart or Jhuryll Phoenix. The concepts, lyrics, arrangements, and overall production direction originate with us. AI can assist in bringing those ideas to life, but the underlying creative vision remains human.

How is the music created?

The process varies from song to song. Many times, I begin by creating a beat, melody, or instrumental track myself on the keyboard. I then upload my original creation and use AI-assisted technology to expand upon it, experimenting with additional instruments, arrangements, and sounds until I'm satisfied with the finished production.

Other times, I may begin with lyrics, a melody, a vocal idea, or a specific sound already in mind and direct the production from there. AI gives me another set of tools to develop what I've created, but I'm still making the creative decisions about what stays, what changes, what gets added, and when a song is finished.

About 424 Records

424 Records is an independent music label focused on original songwriting, character-driven musical artists, and emerging approaches to music production. Led by songwriter, author, and producer **Matt Heart**, the label combines traditional songwriting and creative direction with new production technologies to develop original music and virtual performers.



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