

PRESS RELEASE**100 years of SUISA: First stamp with augmented reality and music**

SUISA, the cooperative society of authors and publishers of music in Switzerland and Liechtenstein, celebrates its 100th birthday this year. With an extraordinary stamp, the Swiss Post honours 100 years of SUISA's commitment to a fair pay for creators and publishers of music. The special issue stamp is the first stamp in Switzerland with augmented reality and music. It has been available at all Swiss post offices since 9 May. Yesterday, the special stamp was officially handed over on the occasion of the Prix Walo award ceremony.

Zurich, 15 May 2023 – Swiss Post honours SUISA's 100th birthday with a special stamp. The 110-Rappen stamp shows a woman dancing in a row of houses to the sounds of a guitarist, a trumpeter and a Schwyzerörgeler. Since SUISA is the cooperative society of authors and publishers of music, the idea arose that the characters on the stamp should move to music. Using the Post app, you can scan the special stamp and it will come to life: In the animation, a mountain landscape first appears, from which notes rise together with the music. Then, you see a row of houses where, in the middle of the street, a woman in a polka dot dress is dancing to the music which is performed by three street musicians. Finally, the letters S, U, I, S, A rise up.

“It was clear that this stamp had to play music one way or another”

With this special stamp, Swiss Post and SUISA are breaking new ground in Switzerland: It is the first stamp in this country that is not only animated but also contains music. At the initial exchange regarding the SUISA stamp in, Anik Coray, the product manager stamps & philately suggested to expand this special stamp by the music dimension.

“It was clear that this stamp had to play music one way or another. This is the first time we created a stamp that contains a combination of augmented reality and music. Greis, the song composer, specifically arranged the SUISA centenary song for the animation. This means that the movements of the figures on the stamp match the song one-to-one. An absolute novelty in the Swiss stamp world!”
Anik Coray, product manager stamps & philately, Post CH Netz AG

The music for the animation comes from the Bernese rapper Greis. Already at the beginning of the year he released the multilingual SUISA anniversary song [“Anthem 2023”](#). The piece was written by Greis, Kackmusikk, C. Perkins and Ben Mühlethaler. As such, it made sense for Greis and his team of

producers to create a 16-second instrumental version of the track specifically for the stamp. The instruments were recorded in close cooperation with the graphic designers so that they were aligned down to the second with the performances of the female guitarist, the Schwyzerörgeli player and the trumpeter in the animation. For the animation, Swiss Post commissioned the Zurich agency Vaudeville Studios, which precisely coordinated the movement of the figures with the music.

Official handover of the stamp at the Prix Walo

Yesterday, Sunday, May 14, 2023, Vijdan Gussen from Swiss Post officially presented the stamp to SUISA CEO Andreas Wegelin at the Prix Valo award ceremony. The special stamp has been available at all Swiss post offices since May 9 and can also be ordered online on postshop.ch.

Further information on the SUISA special stamp can be found on the [SUISAblog](#).

SUISA centenary year

SUISA celebrates its 100th birthday this year. The copyright society was founded on 22 June 1923 in Berne as MECHANLIZENZ. Various measures are planned as part of the anniversary year, such as the entertainingly informative web series “Louis gets it! What’s SUISA’s really all about” and the anniversary website www.suisa100.ch.

Further information:

for German- and English-language media:

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About SUISA

SUISA is the cooperative society of composers, lyricists and music publishers in Switzerland and Liechtenstein. Its more than 41,000 members include music professionals from all disciplines. In Switzerland and Liechtenstein, SUISA represents the music repertoire of two million music authors worldwide. It licenses the use of this world repertoire to over 120,000 customers. In 2017, SUISA founded the Joint Venture Mint Digital Services together with US collective management organisation SESAC. The company is responsible for the settlement and administration of the

transnational music licensing business of SESAC, its subsidiary The Harry Fox Agency and SUISA with online providers and also offers its services to publishers.

With around 230 employees at its locations in Zurich, Lausanne and Lugano, SUISA generates a revenue of over CHF 160 million. As a non-profit organisation, it distributes the income from licences to music authors and publishers after deducting administrative costs. www.suisa.ch