

5 June 2008

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[Limited-Edition Custom Black Zune 80 Celebrates Joy Division](#)

Courtesy of Microsoft



Zune Joy Division
Microsoft

Microsoft plans to make available a limited-edition custom black Zune to celebrate Joy Division and the release of the homonymous documentary focused on the English rock band. The Joy Division edition of Zune will go on sale via Zune.net and Zune Originals starting on June 17, and will come with a price tag of \$399.99. According to the Redmond company, only 500 units of the 80GB version of the digital media player will be made available, featuring the 'Joy Division' documentary. "'Joy Division' chronicles the story of the seminal post-punk band via firsthand accounts from the surviving band members and those who worked closely with them during their brief but highly influential existence. Partnering with Zune gives us a unique platform to tell the story of an iconic band and present something special to their fans," explained Tom Atencio, the film's co-producer. "It also opens the door to a whole new world of possibilities regarding innovative promotion and distribution methods for independent films." The limited-edition Zune devices with the 'Joy Division' documentary preloaded will drop concomitantly with the launch of the film directed by Grant Gee. On June 17, Genius Products and the Weinstein Company plan to release the documentary on DVD. Barry Gordon, executive vice president of Home Entertainment at The Weinstein Company welcomed the collaboration with Microsoft and the custom Zune players. The design of the limited-edition 'Joy Division' Zune devices is an adaptation of the artwork from the band's 'Unknown Pleasures' album done by Peter Saville. "We appreciate the opportunity to create a customized product in conjunction with an important project like the 'Joy Division' film," revealed Richard Winn, director of Entertainment Development for Zune. "Building innovative consumer experiences around music and providing a platform to showcase the work of artists is what Zune is all about."