



Sonic Boom

WAY BACK in the mists of time – we are talking the mid-1970s – the first boomboxes started to appear in the United States. These heavyweight stereo cassette radios meant that music was mobile for the first time – in the park, at the beach or wherever young people were gathered and needed some sounds. Thirty years on, music has never been more portable thanks to the digital revolution and the mobile phone.

Then... Boomboxes were easy to spot on account of their size, and the people carrying them normally looked capable of bench-pressing several hundred pounds. More sophisticated models came on the market but one thing stayed the same – the volume was always cranked to the max. Louder was cooler.

Now... Today, coolness comes in somewhat smaller packages in the shape of chic, lightweight mobile phones. Companies like 3 offer a huge variety of mobile music downloads. You can browse through a wide range of songs and select music from different artistes, genres and languages. What's more, the convenience of listening to your favourite songs anytime, anywhere is provided without you having to carry a boombox on your shoulders! 

