

POSITRONIC



POSITRONIC means what it sounds like: Positive-Electronic and it is the creation of **Michael McDannold**. Michael has been making electronic synth-pop music since 1988 and is from the Inland Empire, Southern

California. His love for synth music started with bands like Depeche Mode, Erasure, OMD, and Pet Shop Boys.

Michael began playing and writing music in a few synth bands in High School, and through the years he's found they usually end up fractured and broken. Primarily because many musicians gravitate towards the darker downbeat side of music – it is often a short road to see a successful act disband. Michael's vision is one of positivity and levity, believing that music should bring joy, not sadness and depression. This is the founding approach with his solo act POSITRONIC from its inception in 2004.

The second POSITRONIC album was released in January of 2019 called "A New Day." It's a 10-song album about facing the challenges of life with hope for a bright future and not giving into despair.

Having recently navigated thyroid surgery due to cancer, Michael is healing well and currently planning for live shows as soon as late 2019. Meanwhile, POSITRONIC's first singles, "Sweet Summertime" and "Higher Point Of View" are currently enjoying well-received airplay on indie synth-pop radio shows internationally in the UK, Germany, Israel, France, and more. The feedback from the electronic music community has been positive and the public is loving the music.

CURRENT ALBUM

A New Day

TOP SINGLES

Sweet Summertime

Higher Point of View

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POSITRONIC

A NEW DAY