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## **Sarasota Underground Opens New Studio and Offices Downtown**

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**Sarasota, Fla.** - In an effort to expand media operations and creative business services, the Sarasota Underground is moving its headquarters, video studio, staff, and base of operations to the [BOLD](#) building downtown Sarasota.

“This is a major milestone for the organization and puts us in a better position to execute on [our mission](#),” said Raymmar Tirado, Founder of the Sarasota Underground. “Over the next year we hope to refine our [publishing software](#) and validate new models for how mid-market media companies should operate online. More importantly, we hope to trigger a fundamental shift in how creatives are compensated for the content they publish online.”

The studio will serve as a base of operations for the internet media startup and is capable of streaming high definition video and audio to multiple online destinations (Facebook, YouTube, Vimeo, Twitch, etc) while seamlessly switching from a wide variety of live or pre-recorded sources. The broadcasting equipment is also portable which means that any location with fast enough internet can be converted to a live broadcast facility with ease.

“We’re changing the game by using technology, video, and new media to give our creative and business partners a unique competitive advantage.” Said Teddy Matheu, CEO of [Clear Idea Labs](#), the software development company backing the Sarasota Underground.

The software startup turned media company is gaining momentum in the community after a successful year of events and collaborations including a large town hall, video collaborations with singer DAYA, actor Ethan Hawke, and work with more than 30 local community organizations.

“A year ago no one in town knew who we were.” Said Raymmar. “Now everyone’s watching to see what we do next. By the end of 2018 we hope to be a household name.”

**About the Sarasota Underground:** The Sarasota Underground is a software startup and new media company focused on using technology to empower creative entrepreneurs, amplify the voice of young professionals, and drive local commerce. Learn more at [SarasotaUnderground.com](#)

**Press contact:**

[Raymmar Tirado](#), [press@raymmar.com](mailto:press@raymmar.com)