Death Row Records, the cult rap and hip hop record label run by rap mogul Suge Knight; has signed a mobile deal with digital media company Buongiorno that will offer fans truetone sounds, wallpaper and videos of its artists for the first time.

The exclusive content deal will include material from rappers Tupac Shakur, Dr Dre, Snoop Dogg and Kurupt.

It will be distributed globally by Buongiorno in a deal brokered by entertainment industry specialist The Nickels Group.

Death Row Records is known as the pioneer of gangsta rap and was created by former Bobby Brown bodyguard Suge Knight in 1992. The label launched the careers of generation of artists, including the late Tupac Shakur.

Content available will include truetones of original classics such as Tupac's "How Do You Want It" and Snoop Dogg's "Who Am I (What's My Name)", as well as artists" videos and previously unreleased photographs.

Because the content is truetone, consumers get ringtones that are the original song rather than a polyphonic version of it.

According to Suge Knight, founder and CEO of Death Row Records: "We selected Buongiorno Vitaminic as our preferred partner due to its significant global distribution footprint and its unparalleled understanding of the wireless content space."

The agreement with Death Row Records is part of Buongiorno's strategy to offer high quality content services to mobile phones worldwide.

Burton Katz, managing director at Buongiono Vitaminic UK, said: "Gangsta rap has a cult status -- it makes sense to give fans of Death Row Records artists more ways to access both the music and the visuals."

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