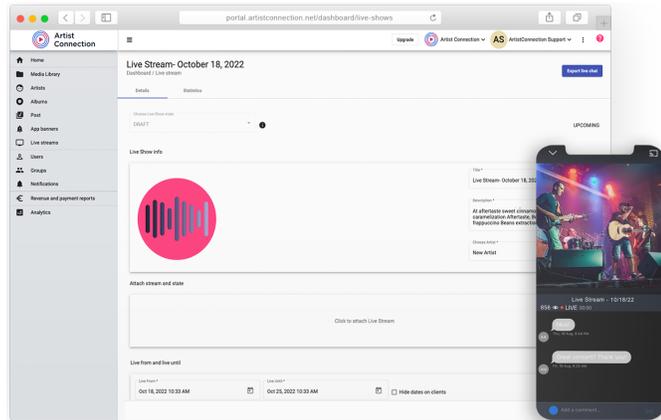




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Artist Connection Gives Audio Manufacturers a Bespoke, Premium Streaming Platform to Demonstrate and Deliver Their Immersive and Hi-Res Streaming Content

SONOMA COUNTY, CA (November, 3rd 2022) — Artist Connection gives audio manufacturers the unique capability of demonstrating and delivering their immersive and hi-res streaming content to customers in a format that, for the first time ever, marries multichannel immersive audio and high-resolution video. This allows audio manufacturers to send content to their audio devices that shows the audio with the best performance possible, ultimately captivating potential customers including home theater enthusiasts, mainstream consumers, discerning audiophiles, and avid music fans.



“Equipment manufacturers are searching for ways to differentiate their offerings and give customers something truly unique that will attract them to their products. Presenting your product in the best possible light engages your customers and increases revenue streams,” says Jonathan Reichbach, founder of Artist Connection. “Artist Connection offers both.”

To use Artist Connection, manufacturers simply create a ‘Studio’ on the Artist Connection Platform. From there, they can stream content with Artist Connection’s unmatched premium audio/video streaming capabilities, including high-res video and high-res stereo audio or immersive audio. This is ideal for showing off audio products like home theater setups, surround sound speakers and immersive speakers, and headphones. All the customer needs to do is download the Artist Connection app to enjoy the manufacturer’s demo. Artist Connection also offers onboarding support and continued service for a seamless experience.

In addition to demo content, manufacturers can also use Artist Connection to deliver their unique content libraries and live-streamed events to their customers on an ongoing basis. Users

can pay a monthly fee determined by the manufacturer to access premium on-demand and live content, giving manufacturers a source of recurring monthly revenue.

To learn more about Artist Connection, visit www.artistconnection.net or contact press@artistconnection.net for a free consultation.

About Artist Connection

Artist Connection is owned by California-based Streamsoft Inc. The company's goal is to enable content creators, production teams, and fans to gain access to the rising wave of high-quality channel-based and immersive audio content. Streamsoft's Artist Connection cloud software platform offers highly secure, dedicated white-box streaming services for content creators, studios, and their production teams. With a home office in Sonoma County, CA, and offices in Europe and Asia, Streamsoft is also a custom developer of advanced DSP for audio processing and specialized media libraries for immersive formats including Sony Corporation's Sony 360 Reality Audio and more.

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