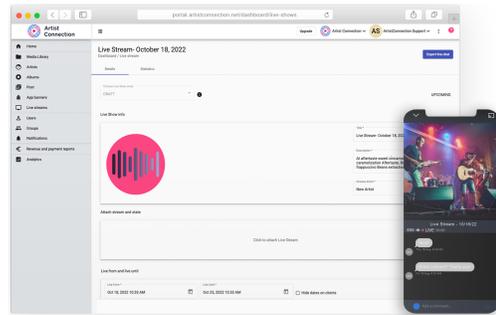




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At CES 2023, Artist Connection Streams AURO-3D® Over WiFi Creating a Complete Streaming Ecosystem for AURO-3D Hi-Res and Immersive Content

LAS VEGAS, NV (December 15, 2022) — [Artist Connection](#)—the immersive audio streaming platform—announced today that for the first time ever, AURO-3D will be streamed via WiFi in a complete end-to-end AURO-3D immersive audio streaming ecosystem. This capability will be demonstrated at the Consumer Electronics Show, January 5–8, 2023, at the Las Vegas Convention Center at AURO-3D’s private demo suite in The Mirage Hotel. There, AURO-3D and Artist Connection will conduct a demo of AURO-3D streamed via WiFi to a soundbar and a 9.1-channel immersive audio speaker system.



The immersive streaming ecosystem begins with AURO-3D content on the Artist Connection Streaming Platform. The content is streamed through Artist Connection’s ‘AC Connect’ feature (powered by StreamUnlimited) over WiFi to soundbars, speakers, and headphones that support AURO-3D, breaking new ground in immersive audio streaming.

“We are thrilled to be able to show our immersive streaming capability over WiFi at CES. Artist Connection gives audio manufacturers and technologies like AURO-3D the unique capability of streaming content to customers in multichannel immersive audio for the most emotional and enveloping experience possible, captivating home theater enthusiasts, mainstream consumers, discerning audiophiles, and music fans,” says Jonathan Reichbach, founder of Artist Connection.

“No other service can currently stream AURO-3D immersive surround sound via WiFi. Our demo will showcase the ability to conveniently stream AURO-3D-Codec-encoded files in Flac, through the Artist Connection app via HDMI for speaker playback and on headphones using the AURO Headphones technology,” says Rudy Van Dupten, CEO of NEWAURO. "Unlimited playback scenarios, made possible through the support of the Artist Connection platform, allow content creators to deliver the best-quality immersive audio experience to consumers without any compromise."

Audio manufacturers can use Artist Connection to demonstrate their own technologies and content by creating a 'Studio' on the Artist Connection Platform. From there, they can stream content with Artist Connection's unmatched premium audio/video streaming capabilities, including hi-res video and hi-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.

Due to limited availability, CES demos and meetings are by invitation only. Send your meeting request to sales@artistconnection.net and secure your slot today.

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.

About NEWAURO B.V.

Home to the award-winning immersive audio format Auro-3D, NEWAURO B.V. provides full ecosystem solutions for industry professionals and consumers, ranging from content creation tools to playback integration in Home Entertainment, Automotive, Mobile and Cinema. In 2011, AURO-3D revolutionized the audio industry with the introduction of a true immersive sound experience and groundbreaking technology suite that enables content creators and product developers to hear more and feel more for a more exciting, emotional, and moving audio experience. Originally conceived and developed by Wilfried Van Baelen of the world-wide renown Galaxy Studios in Mol, Belgium, AURO-3D has its roots in a top-quality music recording and movie mixing facility. The concept and core technologies are driven by the creative vision of sound engineers and audiovisual artists who then inspired some of the brightest engineers to develop the technology that became the reference for immersive audio coding and reproduction. In July 2022, the Saffelberg Investment group acquired all assets, teams and rights of AURO-3D and founded a new company, NEWAURO B.V., with the intention to further support the growth of the format and technology suite across markets.

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