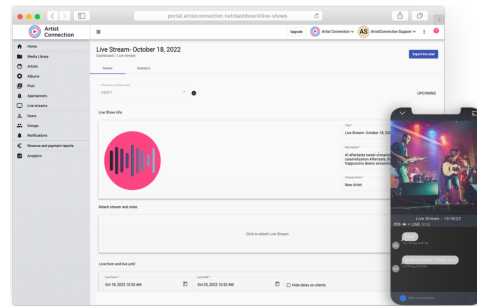




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Legendary Venue Sweetwater Music Hall Chooses Artist Connection for Streaming Live and Historic Shows

SONOMA COUNTY, CA (February 6th, 2023) — [Artist Connection](#), the premium, highest-quality streaming platform, announced today that the legendary Sweetwater Music Hall (SWMH) in Mill Valley, CA, has selected Artist Connection as its vendor of choice for streaming the venue's live shows and archive of historic concerts.



Often described as a 'Jewel of America' by internationally renowned agents and musicians, Sweetwater Music Hall is among the premier legacy venues in the country. They are known for once-in-a-lifetime shows delivered for the past 50 years by artists across all genres, including Bonnie Raitt, Jerry Garcia, Bob Weir, Carlos Santana, John Lee Hooker, Ramblin' Jack Elliott, Mavis Staples, Elvis Costello, Ty Segall, Gaby Moreno, Los Lobos and many more. With Artist Connection, both the archives of these legendary shows and future shows will be available via the app on iOS, Android, and desktop.

"Obviously, nothing replaces the experience of seeing an artist live. But for various reasons, one can't always be there at that moment. We wanted to create a way to deliver our shows to audiences globally and enable music fans to relive great shows on demand via our archives. For this, we insisted on a platform that delivers the best audio and video experience that our artists expect and our fans and patrons appreciate," says Maria Hoppe, Executive Director of Sweetwater Music Hall. "Only Artist Connection allows us to stream in high-resolution video and immersive audio, as well as provide for our online VOD archive."

"We are committed to giving artists and patrons a one-of-a-kind concert experience that is unique to our special venue. Sound quality and the technology behind it has been an important part of that experience since moving to our current location 11 years ago. In that same tradition, this platform extends our audience globally with the fidelity and quality people associate with Sweetwater Music Hall," says Michael Wilson, Production Manager of

Sweetwater Music Hall. "A simple, high-performance video/audio player for phones and for desktop browsers, with VOD so people can catch shows live or archived in HD no matter their time-zone or timing is huge."

Artist Connection allows music venues to create premium streaming content that, for the first time ever, marries stereo or immersive audio and high-resolution video to deliver the ultimate experience for discerning fans. Additionally, the platform's built-in e-commerce capabilities allow venues—from small clubs to concert halls to houses of worship and beyond—to profit from streamed events and subscriptions.

"We are excited to partner with Sweetwater Music Hall. At Artist Connection, our goal is to help venues like Sweetwater Music Hall attract and delight its patrons while allowing them to reach a larger audience and be more profitable," says Jonathan Reichbach, founder of Artist Connection. "For streaming live music events and post-event on-demand use, Artist Connection delivers a more realistic and high-performance viewing experience that puts the audience front and center at the venue, no matter where they are watching."

To learn more about live streaming using Artist Connection, visit www.artistconnection.net or contact sales@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, venues, 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 360 Reality Audio and more.

About Sweetwater Music Hall

The original Sweetwater opened in 1972, in a rustic, downtown Mill Valley storefront previously occupied by a local watering hole called the Office. On its opening night, the Sweetwater presented an acoustic folk-rock group that played for a crowd that lined up halfway down the block to get in. While the Sweetwater enjoyed a most auspicious beginning, it wasn't until a decade later that the tiny 90-seat tavern with a stage earned its rightful place in music history. Fifty years later, the current Sweetwater Music Hall continues to present once-in-a-lifetime shows in the intimate 300-cap room. Sweetwater Music Hall is a non-profit arts organization committed to promoting music, music education, and the arts.

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