



Artist Connection

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Artist Connection Demonstrates Uncompressed Immersive Audio Streaming Ecosystem Using Pure Audio Hi-Res Music Content During HIGH END Show

Artist Connection and Pure Audio deliver a first-of-its-kind uncompressed immersive audio streaming demonstration at msm-studios headquarters in Munich.

SONOMA COUNTY, CA (May 9, 2023) — [Artist Connection](#), the highest-quality audio video streaming platform available, announced today a one-of-a-kind demonstration of streaming uncompressed immersive audio at [msm-studios](#) headquarters during the HIGH END Munich Show, May 19-20, 16:00–20:00 each day. Artist Connection has partnered with msm-studios Pure Audio—audiophile hi-resolution multichannel content provider—to stream its significant library of 24bit/192kHz music uncompressed in its native PCM, immersive, or binaural format using the Artist Connection app for iOS, Android, or browser.

HIGH END Show attendees are invited to experience this demo, in which Artist Connection will stream Pure Audio content directly to select high-end audiophile receivers using Artist Connection’s AC Connect by StreamUnlimited technology. The integration of AC Connect makes it possible for qualified audio manufacturers to offer discerning customers the ability to directly stream premium quality content over WiFi to their preferred choice of playback equipment.

In addition to audiophile music streaming, Artist Connection will also unveil the Artist Connection app for Android TV using an nVidia SHIELD TV Pro streaming media player to stream uncompressed immersive content. The Artist Connection app for Android TV is the first Android TV app that supports integrated AURO 3D streaming, in addition to Dolby TrueHD and Dolby Atmos.

“We are excited to show the audiophile community what is now possible. We’ve come a long way from a Blu-ray player to streaming hi-res multichannel audio over WiFi,” says Jonathan Reichbach, CEO and founder of Artist Connection. “Artist Connection is built from the ground up to stream hi-resolution, multichannel immersive content. With the Pure Audio music library and content from other immersive audio providers, we have incredible content to stream. With AC Connect or Artist Connection for Android TV, we can reach devices with this content without compromising audio quality.”

“Artist Connection came along at the right time for us as a way to repurpose our existing library of Blu-ray content for streaming without the worry of format compatibility or a reduction in quality,” says Stefan Bock, Managing Director of msm-studios and founder of Pure Audio. “There is demand for this content, and with Artist Connection, streaming technology has finally caught up with and is able to satisfy that demand.”

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 offices in Sonoma County, CA, 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 Pure Audio

Pure Audio is a German record label imprint with a collection of premium audio titles available for streaming. A pioneer in the transition from Blu-ray discs to immersive audio streaming, Pure Audio's goal is to deliver the ultimate audio experience to discerning fans—uncompressed and uncompromised—to fulfill the promise of the artist's intent. Pure Audio delivers content in immersive formats, binaural, or hi-resolution multichannel and stereo PCM.

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MEDIA CONTACT:

Krissy Rushing Tomlin

RISE Media Strategy

714.261.3030

krissy@risemediastategy.com