MAJOR MUSIC COMPANIES TO SPONSOR HI-RES AUDIO PAVILION AT CES

Exhibit to Showcase Studio Quality Music and Advanced Features for Premium Streaming Services

NEW YORK (November 10, 2016) – Working under the auspices of DEG: The Digital Entertainment Group, the major music companies today announced they are joining together to sponsor a special Hi-Res Audio Pavilion at CES 2017, which will be located in the Central Hall (booth#14546) of the Las Vegas Convention Center.

The 50 by 40 foot exhibit is specifically designed to highlight the key benefits of studio-quality music and demonstrate enhanced user experiences available from select premium streaming services. The booth will also feature a number of hi-res recordings representing dozens of major and independent music labels; along with demonstrations of a variety of hi-res devices from leading companies like Astell&Kern, AudioQuest, Autonomic, Bluesound, dCS, DTS, ELAC, Mytek, Onkyo, Samsung Electronics, Sony Electronics and Westone.

“At Universal Music Group, we are focused on delivering the highest-quality music experiences to fans around the world,” said Ty Roberts, Universal Music Group’s Chief Technology Officer. “At CES we will showcase next-generation premium features that are increasingly in high demand by consumers including studio-quality sound and a treasure trove of high-definition album art and other images.”

“For years, Warner Music has been a champion of hi-res music. It provides a better listening experience that we know fans enjoy. Many artists prefer it too, because it is truer to the sound produced in the studio,” said Howie Singer, SVP, Chief Strategic Technologist, Warner Music Group. "I am thrilled that hi-res audio will be on display at CES.”

Delivering the Studio Experience

The highlight of this Hi-Res Audio Pavilion is a fully equipped rendition of a world-class recording facility. In addition to ongoing presentations on the benefits of hi-res sound, the room will showcase a series of live demo sessions featuring award-winning engineers sponsored by The Recording Academy Producers & Engineers Wing. The complete schedule for these presentations will be announced shortly.

The Hi-Res Audio Pavilion is also supported by the American Association of Independent Music (A2IM), the Japan Audio Society, MQA Ltd., the Recording Industry Association of America (RIAA) and the Consumer Technology Association. Additional information concerning the new streaming tier will be announced on January 5 at CES.
The DEG advocates and promotes entertainment platforms, products and distribution channels which support the movie, television, music, consumer electronics and IT industries.