LEADING AUDIO COMPANIES JOIN DEG’s HI-RES AUDIO COMMITTEE

Astell&Kern, Bluesound, MQA, Pioneer Onkyo USA and Qobuz to participate in a variety of consumer and trade activities

LOS ANGELES (March 30, 2017) – As part of its ongoing efforts to support the launch of Hi-Res Audio (HRA), DEG: The Digital Entertainment Group (DEG) announced that five leading audio companies joined the association and will participate on its HRA Committee.

In addition to having sponsored the Hi-Res Audio Pavilion at CES 2017, the HRA Committee—which includes more than a dozen DEG member companies—recently embarked on a multifaceted outreach plan that involves events such as Mobile World Congress, South by South West (SXSW), and others. The program is designed to bring the Committee’s Stream The Studio message to a new generation of music enthusiasts.

“All of our HRA Committee members provide products or services that deliver a studio quality hi-res music experience,” said Marc Finer, Senior Director, DEG. “The addition of these leading audio companies will help the DEG accomplish its goal of enabling today’s music streaming enthusiasts to engage more emotionally with their favorite artists and bands”.

The latest group of companies to join the DEG includes the following:

ASTELL&KERN, a luxury brand which specializes in high-resolution audio products and accessories, which was launched in 2012 by IRIVER. Astell&Kern provides customers with digital music sources that deliver up to 32-bit/384 kHz PCM and Quad DSD via devices that reproduce music the way it was meant to be heard. For more information, visit www.astellnkern.com.

BLUESOUND is an alliance of audiophile designers, engineers and individuals who have spent their careers in the music industry. Bluesound’s sole mission is to create innovative wireless audio products and technologies that allow for the most true-to-live music reproduction possible. For more information, visit www.bluesound.com.

MQA LTD. is a UK-based private company which uses advanced scientific research to create a technology that captures the full original studio performance. The MQA (Master Quality Authenticated) experience is an end-to-end solution that can deliver this sound in a file small enough to be streamed or downloaded to virtually any device. For more information, visit www.mqa.co.uk.

PIONEER ONKYO USA is a recently formed corporation which offers products from both the Pioneer and Elite brands, along with those from Onkyo and Integra. All of these products have established a reputation for innovation and quality and have been enthusiastically embraced by both high-end custom installers and general music lovers alike. For more information, visit either www.pioneerelectronics.com/PUSA or www.onkyousa.com.
**QOBUZ** is an online music service based in France which offers a unique experience intended for discerning music customers. Its service includes a variety of offerings, including one of the largest catalog of 24-Bit Hi-Res albums for downloading or subscription streaming. For more information, visit [www.qobuz.com/gb-en/audio-quality](http://www.qobuz.com/gb-en/audio-quality).

For more information on the DEG, please contact 424-248-3809 or visit [www.degonline.org](http://www.degonline.org).

The DEG advocates and promotes entertainment platforms, products and distribution channels which support the movie, television, music, consumer electronics and IT industries.