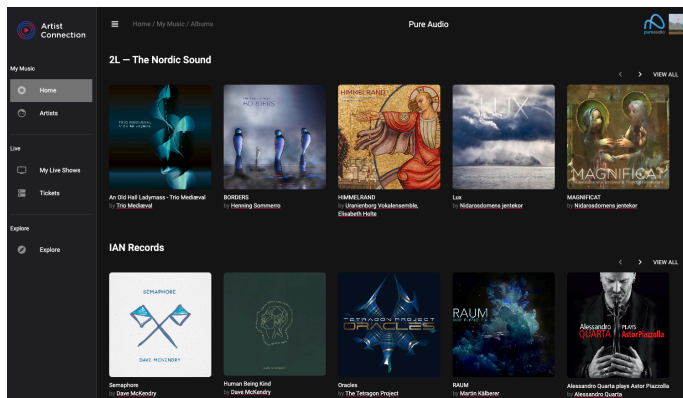




## Pure Audio Brings Catalog of Hi-Res and Immersive Audiophile Recordings to Streaming

*The new service enables high-resolution immersive streaming of noteworthy audiophile recordings for discerning listeners.*

**Munich, Germany** (May 6, 2024) — Pure Audio—creator of immersive and hi-resolution Blu-ray discs—announced today its new streaming service, Pure Audio Streaming. This revolutionary hi-res and immersive audio streaming service will be launching on Artist Connection—a leading B2B streaming platform—in Q4 2024 and demonstrated during HIGH END Munich at [MSM Studios](#), on Saturday, May 11, at 4 pm CET. Those interested in attending the demo can RSVP at [info@pureaudiostreaming.com](mailto:info@pureaudiostreaming.com).



Pure Audio Streaming revolutionizes how users experience audio content by providing high-quality, immersive sound experiences that transport listeners into the heart of the music. This unparalleled listening experience harnesses the [AURO-3D](#) immersive audio format for three-dimensional sound that envelops listeners with rich, detailed, and lifelike audio. For the first time, more than 300 notable recordings beloved by audiophiles—such as Grammy-winning

LUX by 2L Records—are available to stream in high-resolution AURO-3D immersive audio or binaural.

Pure Audio Streaming is built on the Artist Connection platform, a white-label platform designed for content creators, content aggregators, live venues, AV manufacturers, and artists. Artist Connection is the only platform capable of streaming high-resolution audio, immersive audio, and 4k video, and it does this via proprietary technology. Through its e-commerce backend and deep analytics, Artist Connection enables users to have control over their monetization strategy, providing a fair-trade profitable streaming experience to revolutionize the current streaming model.

"We are excited to bring Pure Audio Streaming to the listening world," says Stefan Bock, founder and developer of the Pure Audio Blu-ray disc format. "Our goal is to provide an unmatched audio experience that brings music to life in a way that has never been possible before. With Pure Audio Streaming, we are not just streaming music but creating immersive audio experiences using AURO-3D technology."

Pure Audio Streaming will offer two subscription levels to meet the needs of different audio enthusiasts. The stereo subscription plan provides high-resolution stereo and binaural audio. For those looking for the ultimate audio experience, the immersive plan offers up to 7.1.4, 96 kHz PCM immersive audio. The immersive subscription utilizes surround and height channels for a realistic and all-encompassing musical experience. Pure Audio Streaming will be running a special early adopter promotion this summer. All subscriptions include AC Connect technology, allowing listeners to easily connect to their preferred home theater playback equipment.

For more information about Pure Audio Streaming and its offerings visit [www.pureaudiostreaming.com](http://www.pureaudiostreaming.com).

### **About Pure Audio Streaming**

Pure Audio Streaming is a collection of premium audio titles available for streaming. A pioneer in the transition from Blu-ray discs to immersive audio streaming, Pure Audio Streaming'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 Streaming delivers content in immersive formats, binaural, or hi-resolution multichannel and stereo PCM.

### **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 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 SDK developer enabling access to specialized media libraries for immersive formats including Sony Corporation's 360 Reality Audio and more. For more information about Artist Connection, visit [artistconnection.net](http://artistconnection.net).

©2024 Streamsoft Europe GmbH & co. KG. All other company and product names are trademarks of their respective owners.