



QOBUZ Press Release
Paris, France – 18 May 2017

QOBUZ creates Hi-Res Streaming with the **SUBLIME+ subscription service**

A groundbreaking innovation in music streaming

18 May 2017 - QOBUZ announces today the release of the all-new SUBLIME+ subscription service in 9 countries where the company currently operates in: the UK, the Republic of Ireland, France, Germany, Austria, Switzerland, Belgium, Holland and Luxembourg.

The latest addition to the SUBLIME range and another world first from QOBUZ, the SUBLIME+ subscription has broken new ground and marks **a decisive new step in sound quality available for music streaming subscribers.**

For the first time ever, **SUBLIME+ offers its subscribers the ability to stream music in real Hi-Res sound** [see definition of Hi-Res in the annex section]

This revolutionary development will be fully available **on all QOBUZ applications** including Mac, for PC, for iOS¹ and for Android² as well as the company's compatible partner brands. This makes it possible for QOBUZ users to access the best possible sound quality whether at home or on the go.

QOBUZ subscriptions for the SUBLIME range are the highest-quality streaming subscriptions in the global market. The SUBLIME range aim to support demanding music lovers and audiophiles as they move towards online music and music subscription. Subscribing will allow users to stream music with very high sound quality and to instantly download Hi-Res music, benefiting of major discounts on their purchases.

By bringing together technological innovation, intransigence, respect to creators, and care for music-lovers, today QOBUZ has taken streaming into the ultimate sonic dimension: that of real Hi-Res.

¹ QOBUZ Hi-Res app for iOS available from 29 May 2017

² QOBUZ Hi-Res app for Android available from 20 June 2017

Test QOBUZ Hi-Res streaming today!
Contact our UK press team for a trial subscription or a demonstration.
For more information please contact

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The QOBUZ subscriptions

PREMIUM

FREE TRIAL

£9

.99


/ month

Annual subscription available

All the difference of Qobuz, accessible to all.

Start My Free 15 Days

MAXIMUM STREAMING QUALITY

 **MP3 320 kbps**
Compressed (lossy)

HI-FI

FREE TRIAL

£19

.99


/ month


Annual subscription available

All of Qobuz in 16-Bit 44.1 kHz FLAC, the market's subscription of reference.

Start My Free 15 Days

MAXIMUM STREAMING QUALITY

 **16-Bit 44.1 kHz FLAC**
CD Quality - lossless

 **Sublime**

Hi-Res Audio

£219

.99


/ year

One-time payment


All of Qobuz in 16-Bit 44.1 kHz FLAC, Hi-Res downloads at a special price.

I Want To Subscribe


MAXIMUM STREAMING QUALITY

 **16-Bit 44.1 kHz FLAC**
CD Quality - lossless

PERMANENT DOWNLOAD ADVANTAGE

 **Hi-Res 24-bit downloads at MP3 prices**
30% to 60% reduction on a large part of the direct download catalogue.

NEW

 **Sublime+**

Hi-Res Audio

£349

.99


/ year

One-time payment

The best music subscription in the world: unlimited Hi-Res streaming, Hi-Res downloads at a special price


I Want To Subscribe

MAXIMUM STREAMING QUALITY


 **24-bit Hi-Res Audio**
Hi-Res 24-bit FLAC/ up to 192kHz


Unlimited across much of the Hi-Res catalogue*
CD Quality on the rest of the catalogue


PERMANENT DOWNLOAD ADVANTAGE


 **Hi-Res 24-bit downloads at MP3 prices**
30% to 60% reduction on a large part of the direct download catalogue.


Included in all the Qobuz subscriptions:


 40 million titles available for unlimited listening, with 70,000 albums in Hi-Res 24-bit quality
(available for download or in the Sublime+ offer)


 Human recommendations from our discographers and experts


 Access to rich and exclusive editorial content

 Millions of digital album booklets, available in all our applications

 Applications for smartphone, tablet and computer

 Integrated for the biggest Hi-Fi brands

 Import your music for offline listening

 Connect with as many devices as you like
(listening limited to one device at one time)

*The Sublime+ catalogue contains more than 90% of the Hi-Res Qobuz catalogue. Other labels will be added soon.

Annex i

QOBUZ : A PHILOSOPHY OF GREAT SOUND

We at QOBUZ were the first to market a "lossless" FLAC streaming subscription (which offered sound quality similar to that of CDs), and we think that this quality, available on QOBUZ since 2008, even then marked a significant qualitative leap forward from MP3, which has still not been matched by most of the industry players.

"We believe that this format is highly satisfying for most music-lovers; and that it is a necessity for the majority of the catalogues, which are only available in this quality.

"But QOBUZ's mission, since its foundation, is about pushing the standards of sound quality in streaming, for audiophiles and demanding music-lovers, while guaranteeing all music fans an unbeatable quality-price ratio and a service that's different from what is on offer at mainstream streaming platforms.

"In terms of Hi-Res (24-bit files, better than CD quality), QOBUZ is intransigent.

"Let's be clear on what we are talking about. Hi-Res streaming is a top-of-the-range product aimed at demanding music-lovers and audiophiles, who are drawn to a product that makes no compromises, which refuses to be distorted or watered-down. Today, we are proving that streaming Hi-Res is anything but impossible, that technically speaking it works very well, without any hitches or need for extremely good internet connection, whether on WiFi or 4G.

"The creation of Hi-Res streaming by QOBUZ comes at a time where WiFi connection is pervasive; and when telephone operators tend to offer their clients unlimited 4G, or contracts with very generous data plans, and when 5G is on its way. What's more, SUBLIME+'s offline feature allows subscribers to download their 24-bit files to listen to without the need for internet connectivity, using FLAC, an open-source format which won't add to the consumer's final costs.

"Now, we at QOBUZ are not convinced by the announcements which have recently been made by the founders of a certain proprietary format. In reality, they are aiming, to re-master, re-proces, original Hi-Res files which are provided by the artists and their producers. Independently of the technical question, someone will surely have to pay the license for these proprietary formats, and for a long time. Is this considered progress?

"So we intend to stand by our policy, which is providing our subscribers and clients with whole files, as they were conceived and delivered by the producers, without any modification or proprietary format.

"SUBLIME+ and the QOBUZ applications prove that today, it is technically and easily possible, without the need for any concession.

About Hi-Res

QOBUZ is certified Hi-Res by the **Japan Audio Society**. The **Japan Audio Society (JAS)** is the only organisation to propose a definition of Hi-Res audio, and to operate a label of the same name.

According to the JAS, the term Hi-Res Audio covers all the analogous instruments which are capable of reproducing, or recording at, a frequency greater than 40 kHz (microphone,

headphones, speakers etc.) and all the digital instruments capable of processing or converting signals to 24 bits/96 kHz. Many Japanese manufacturers design their Hi-Res products according to these specifications.

In technical terms, to merit the Hi-Res qualification, the volume of information transmitted must be greater than that of a CD (44.1 kHz/16 bit) or DAT (48 kHz/16 bit). There is not one type of Hi-Res file, but many. FLAC, WAV, ALAC, AIFF, DFF, DSF etc. In fact, all these formats can be considered to be part of the Hi-Res class from the moment that they are encoded in 24 bits (except for DSD formats derived from SACD, whose operation on 1 bit is different).

About QOBUZ

QOBUZ is an online music platform which offers a full-spectrum service (streaming subscriptions and instant downloads). QOBUZ is a world leader in quality sound reproduction. It is remarkable in particular for the quality of its documentation and its curation.

QOBUZ has, over many years, set the standards for the online music industry, by pushing producers, artists and studios to provide the public with the best possible sound sources, in "lossless" sound quality and high resolution (Hi-Res).

To date, QOBUZ offers the largest catalogue in the world in Hi-Res: 70,000 albums. On the 18th of May 2017 it created the first Hi-Res streaming subscription: SUBLIME+.

The QOBUZ catalogue (40 million tracks) is also fully available in 16-bit/44 kHz quality, i.e. in quality similar to CD. QOBUZ offers, in addition to its high-end SUBLIME and SUBLIME+ services, a range of subscriptions which include offers comparable to those of their competitors in terms of price.

QOBUZ was created in France in 2007 by Yves Riesel and Alexandre Leforestier. At the end of 2015 the company was taken over by Xandrie SA. It is based in Pantin, near Paris. QOBUZ will celebrate the tenth anniversary of its creation in the 2017/18 season.

The service, currently available in 9 countries including France (the UK, the Republic of Ireland, Germany, Austria, Switzerland, Belgium, Holland and Luxembourg) will soon be launched in Spain, Italy, Poland, the USA and Canada.

(Updated May 18th 2017)