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**Hi-Res Symposium Highlights Progress Across Consumer Electronics, Music, and Recording Industries**

Leading Experts Emphasize Variety of Programs Underway To Expand Hi-Res Devices, Content and Services in the Market

HOLLYWOOD, CA (June 15, 2016) – Representatives from Universal Music Group, The Recording Academy® Producers & Engineers Wing® and Sony Electronics joined on June 1 to underscore the variety of marketing and educational programs that are currently underway to promote the benefits of Hi-Res Audio devices, content and services to a broader audience.

The event – which was sponsored by DEG: The Digital Entertainment Group and held at Capitol Studios in LA – featured a number of speakers, presentations and demonstrations that were conducted by these organizations’ representatives. It also featured a special presentation by The Recording Academy Producers & Engineers Wing, which acknowledged the outstanding contributions made by the legendary Capitol Studios throughout its 60-year history.

**Comprehensive Agenda:**

Following opening remarks by Don Was, President of Blue Note Records, Marc Finer, DEG Senior Director, presented a brief update on the Hi-Res Audio initiative, along with the opportunities and challenges facing the industry during the coming year.

A brief hardware overview was also presented by JP Torres, Senior Content Trainer at Sony Electronics, which outlined all of the various device solutions that are available to hi-res enthusiasts today. This was followed by a panel discussion on the prospects for Hi-Res Music featuring Nate Albert, Executive VP, A&R at Capitol Records; Jim Belcher, VP, Technology & Production at Universal Music Group; and Maureen Droney, Managing Director of The Recording Academy Producers & Engineers Wing.

The event was highlighted by a series of demos in Capitol Studio A, which featured an exclusive preview of a new track from Beck, along with Hi-Res releases from other top artists. These were complemented by demonstrations of compatible Sony devices including the latest AV receivers, sound bars, portable models and the first in-dash Hi-Res Audio car player.

The Hi-Res Symposium was attended by a number of press from trade and consumer media. A similar event was conducted last year for music industry representatives.

For more information on the Hi-Res Audio initiative, please contact Alex McKenna at Alex@degonline.org.

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

DEG membership is comprised of: Akamai, Alchemy, Amazon, Anchor Bay Entertainment, BBC AMERICA, bitMAX, BluFocus, CenturyLink, Cinedigm Entertainment, Comcast, comScore, Cryptography Research, DTS Listen, Deloitte, Deluxe Digital, DirecTV, Dolby Laboratories, DreamWorks Animation, Giant Interactive, Giraffic Technologies, GfK Entertainment, Gibson Brands, Google play, HBO Home Entertainment, Houghton Mifflin Harcourt, IHS, IMAX, Intel, Irdeto USA, Inc., Kaleidescape, LG Electronics DEG: The Digital Entertainment Group USA, Lionsgate, MAI, Mediamorph, MGM, Microsoft, Midnight Oil, MovieLabs, Music Watch Inc., My Eye Media, Neustar Media, Nielsen Entertainment, NPD Group, One+K, The Orchard, Outpost Media, Panasonic, Paramount Home Media Distribution, Parrot Analytics, PBS Distribution, Philips Electronics, Playster, PricewaterhouseCoopers, RLJ Entertainment, Random Media, Redbox, Rovi, Samsung Electronics, Screen Engine/ASI, ScreenPlay, SellThruCo, Sony DADC, Sony Electronics, Sony Music Entertainment, Sony Pictures Home Entertainment, Technicolor, TiVo, Twentieth Century Fox Home Entertainment, Universal Music Group, Universal Operations Group, Universal Pictures Home Entertainment, V2Solutions, Verizon Digital Media Services, Vubiquity, W2O Group, Walt Disney Studios, Warner Bros. Home Entertainment, Warner Music Group, and Western Digital.

Photo file: Don\_Was\_Speaking\_at\_Hi\_Res\_Symposium.JPG

Photo caption: Don Was, President of Blue Note Records and acclaimed multi-genre producer, spoke on the importance and potential of high-res audio by recounting his personal love for Wayne Shorter’s *Speak No Evil* album — a work that vividly spoke to him as a young man, and an album for which he got to have a hand in the remastering process after he took his position at Blue Note. “When we launched an initiative to remaster our Blue Note catalog, one of the first records we chose was Wayne Shorter’s *Speak No Evil*. I bought it as a teenager in the late 1960s, and by the time I was a freshman in college, I was having a hard time finding my way, and I would put this album on and it would come to life like a 3D movie. By the time side 2 was over, I felt like I had direction, and that Wayne and the band had been personally speaking to me and guiding me. That’s the power of music: where our conversational language fails us, music can help us make sense out of these crazy lives that we live. So when it came time to remaster this album in a high-res format, the goal wasn’t to blow people’s minds with how many high frequencies we could get through your tweeters, or to make your subwoofers rumble with bass, but the goal was how we could use this technology to make sure people can get that emotional impact, so that they can find a way to make sense out of their lives. The depth offered by high-res audio makes that connection a real thing."