

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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**MOZAEX LAUNCHES BLUWAVS CD QUALITY DOWNLOAD, STREAMING STORE  
*COMBINES ITUNES CONVENIENCE AND SELECTION WITH CD QUALITY;  
600,000+ CD QUALITY ALBUMS IN FLAC, ALAC AND WAV AVAILABLE***

**Salt Lake City – October 16, 2013** – Mozaex™, the premiere manufacturer of multi-room, multi-media Blu-ray entertainment servers and 7.1 HD Headphones, announced today the launch of a revolutionary new online CD quality music store called BLUWAVS™ MUSIC.

The company demonstrated BLUWAVS MUSIC, BLUWAVS 7.1 HEADPHONES and its entire product line of Blu-ray Entertainment Servers at the recent 2013 CEDIA Expo.

**BLUWAVS MUSIC Combines iTunes Convenience and Selection with CD Quality**

“I am thrilled to see that Mozaex is leading the way to what will hopefully become a renaissance in the appreciation and demand of high quality music,” said Mozaex CEO Douglas Kihm. “A majority of the more than 500 million people who listen to iTunes, MP3, and other digital music have no idea how much better CD quality music sounds. With more than 600,000 CD quality albums to download or stream, BLUWAVS MUSIC is the first store to combine the convenience and selection of iTunes with the quality of CDs. BLUWAVS MUSIC is truly how music was meant to sound.”

According to Kihm, when it comes to music, people want the best of all worlds. “Until now music lovers had to compromise quality, selection, convenience, or music player compatibility. BLUWAVS MUSIC offers for the first time a convenient way to download and play or instantly stream virtually any album in their original CD quality on any device.”

Kihm added that BLUWAVS MUSIC eliminates the hassle of buying and ripping physical CDs into a higher quality format such as FLAC, ALAC or WAV. “We have made BLUWAVS MUSIC easy to use and compatible with virtually every music device including iPhone, iPad, Apple TV, Android phones and tablets, SONOS, ROKU, OPPO, Astell & Kern plus Media Servers, Windows PCs and Apple MACs.”

*(more)*

## **BLUWAVS MUSIC is the Largest CD Quality Music Store. Supports Downloads and Streaming.**

With more than 600,000 CD quality albums to choose from, BLUWAVS MUSIC represents the world's largest selection of downloadable or streamable CD quality albums.

The user can select one or more high-res formats, namely FLAC, ALAC or WAV. They may also choose to have the CD disc shipped to them in the U.S. or Canada. If the album is not immediately available for downloading, then they will be notified when the album is available, which averages two to three days.

All three audio file formats are digitized at the album's original mastered sample rate. All current albums are sampled at 44 kHz/16 bits or "CD quality". Future "Master Studio quality" albums are being planned for release with both two channel stereo and 5.1 channels of audio sampled at 96 kHz/24 bits.

The average "CD quality" music sample bit rate equates to 1.4Mbps. CD quality songs played at 1.4Mbps have a music bit rate that is on average four to five times that of MP3 or iTunes "AAC" songs which are typically played at a sample bit rate between 250Kbps to 320Kbps. BLUWAVS MUSIC is the first store to offer instant streaming of CD quality music from the cloud. Based on Google<sup>®</sup> Drive you can either download your music or directly stream it from the cloud.

## **BLUWAVS MUSIC Satisfies the "Sweet Sound Spot" of the Digital Music Market**

"What's nice about BLUWAVS MUSIC is that you can generally hear the improved CD quality compared to MP3 or iTunes when played on virtually any music player and a better than average pair of headphones or speakers," added Kihm. "Virtually every domestic or international album that has been released is available in CD quality. If we don't have it we will try and get it for you."

Kihm continued, "BLUWAVS MUSIC truly satisfies the 'sweet sound spot' of the market because everyone can now enjoy their favorite music downloaded or streamed with CD quality on virtually any music player."

## **BLUWAVS MUSIC Streaming Apps Are Available for Android and iPhone**

Mozaex also offers 3<sup>rd</sup> party Android and iPhone Apps to stream your music directly from Google Drive.

## **Dealers and their Clients Can Now Capitalize on the Online Music Revolution**

"To meet the needs of the music aficionado who would prefer to have their dealer setup their home audio system with BLUWAVS MUSIC, we are also making BLUWAVS MUSIC available via Mozaex's network of 15 international distributors and more than 750 dealers in 27 countries," Kihm explained. "Authorized Mozaex dealers may sign up to the BLUWAVS MUSIC affiliate program in the Mozaex dealer portal."

The BLUWAVS MUSIC store will soon be accessible on the company's media servers and may be played on the company's award winning BLUWAVS FIJI 7.1 HD Audio Headphones. BLUWAVS are the first headphones to deliver discrete 7.1 HD Audio via an HDMI headphone receiver called the Blender.

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## Pricing

BLUWAV MUSIC albums including one format namely, FLAC, ALAC or WAV have an average MRSP USD between \$9.95 and \$18.95 for recent titles. Additional formats are \$5 per format. A physical CD disc may be shipped to U.S. and Canadian customers only for an additional \$6.95 (plus a shipping fee).

## Availability

BLUWAVS MUSIC store is live and available at: [www.bluwavs.com](http://www.bluwavs.com).

## Press Image

A BLUWAVS MUSIC image is available here:

[www.mozaex.com/public/Public-Press-Images/BLUWAVSMUSICPRESS101613.jpg](http://www.mozaex.com/public/Public-Press-Images/BLUWAVSMUSICPRESS101613.jpg)

## BLUWAVS MUSIC Global Distribution is Provided by Google Drive

BLUWAVS MUSIC is globally distributed in most countries via Google's cloud based service called Google Drive. A list of countries supported is available on Google and BLUWAVS.

## Contact Information

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## About Mozaex

Mozaex is a leading manufacturer of Blu-ray® 3D Entertainment Servers, 7.1 HD Audio Headphones and the distributor of over 600,000 CD quality downloadable and streamable albums.

The Mozaex Server is a multi-room media server that loads, stores and instantly delivers, Blu-ray and DVD movies, CD music, photos and online media including iTunes® and Netflix®. BLUWAVS™ FIJI headphones are the world's first 7.1 Discrete HD Audio headphones and BLUWAVS MUSIC offers the largest online selection of CD quality music.

Combining elegant operation with uncompromised reliability, service and quality, Mozaex has become the solution of choice for homes and yachts around the world. Mozaex has shipped more non-jukebox Blu-ray servers than any other company. Since introducing the world's first multimedia entertainment server in 2004 and the first Blu-ray 3D server in 2010 the company has shipped over 8,500 units worldwide including a custom model exclusively for IMAX®. Mozaex products except for BLUWAVS are sold exclusively through a network of 750 dealers that are supported by 8 US rep firms and 15 international distributors in 27 countries.

## Disclaimers

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