FOR IMMEDIATE RELEASE

CEDIA Unveils Details for Stream the Studio™ Keynote Session

INDIANAPOLIS (June 27, 2017) - CEDIA 2017 will feature a special presentation from a group of experts who are driving exciting advances in digital music delivery. The Stream the Studio™ keynote session, sponsored by DEG: The Digital Entertainment Group, will be held on Thursday, September 7 at 12:00 p.m. in Ballroom 20A at the San Diego Convention Center.

The Stream the Studio™ initiative is supported by several major music and technology companies. These stakeholders are collaborating on a new delivery tier that combines studio-quality, hi-res audio with advanced user features designed to appeal to a new generation of music fans. This session will take a closer look at the key factors that are shaping the development and deployment of this premium listening experience and will feature:

Ty Roberts - Chief Technology Officer, Universal Music Group
Mike Jbara - Chief Executive Officer, MQA Ltd.
Enno Vandermeer - Chief Executive Officer, Roon Labs
David Workman - Chief Executive Officer, ProSource Group
Russ Crupnick - Managing Partner, Music Watch

According to Marc Finer, the DEG’s Senior Director who will moderate the session, "The latest hi-res download and streaming services have already impacted audiophiles and early adopters alike. Now thanks to the Stream The Studio™ initiative, our industry has the potential to transform the music listening experience for passionate fans everywhere, by engaging them more closely with the creative process and their favorite artists, producers, and engineers”.

"Distributed audio is one of the biggest project categories for home technology professionals and the new advancements in hi-res audio represents a huge profit opportunity for CEDIA members," said Dave Pedigo, CEDIA VP of Emerging Technologies. "New hi-res audio formats combined with CEDIA member expertise will truly allow homeowners to experience music the way the producers and artists intended."

The Stream the Studio™ session is free for all CEDIA 2017 attendees. Registration for CEDIA 2017 is open at cedia.net/register, and early bird savings on CEDIA training and tradeshow floor access is available until July 14. Follow @CEDIA and #CEDIA17 for the latest CEDIA 2017 updates. Bios for each panelist can be found here.

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About CEDIA
CEDIA is the international trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 28th year, and co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have their best moments in life from the comfort of their own home. Life Lived Best at Home. To learn more about CEDIA, visit www.cedia.net.

About DEG

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