



IN ADMIRATION OF MUSIC

BluOS™

DALI Speakers to offer BluOS® High-Resolution Multi-room option

BluOS ecosystem expands to bring greater flexibility to modern music lovers

MHE 2017, Munich, Friday May 19th – Today, DALI Loudspeakers, the internationally acclaimed Danish speaker company, and Canada-based brand development company, Lenbrook International, announced a worldwide partnership whereby DALI will offer the BluOS high-resolution multi-room platform as an extension of its upcoming wireless speaker solution, soon to be unveiled. The announcement marks DALI's entrance into the growing multi-room streaming category, and signals BluOS as the preferred initial platform choice for DALI products of the future.

"There is a growing list and wide variety of wireless multi-room audio solutions that loudspeaker companies can choose to develop on," stated Lars Worre, DALI's Managing Director. "Our team reviewed the options and our performance values led us to the BluOS platform, which has earned an enviable reputation as a world leader in this space. For DALI this is a strong pathway for our future roadmap and it provides increased flexibility for discerning audio customers around the world."

"DALI is a highly respected company with 34 years of unwavering dedication to its pursuit of audio performance," commented Gordon Simmonds, CEO of Lenbrook Corp, the company leading the BluOS development program. "Given our roots in high fidelity audio, we simply will not allow computer technology companies to convince users that compressed audio is true hi-fi when we know it is not true hi-fi. Therefore, DALI's decision to join the BluOS ecosystem is another important signal to the world that convenient and modern access to high resolution audio matters, and BluOS is the platform of choice for this ambitious task."

BluOS is an award-winning proprietary, but brand-agnostic, platform, which means that any BluOS Enabled product connected to the same WiFi network can share music libraries and playlists, regardless of the brand of speaker or audio component. With the addition of DALI as a hardware partner, music lovers will be able to choose from a variety of traditional hi-fi and modern wireless products from DALI Speakers, NAD Electronics, and Bluesound, to create a wireless whole home audio system that suits their lifestyles, without compromising on audio quality.

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About DALI

DALI, (Danish Audiophile Loudspeaker Industries), started in 1983 as an extension of Scandinavia's leading audio retail chain. Now distributed in 65 countries, and with more than 30 years of experience and global recognition, DALI holds unwavering dedication to sound that has advanced the state of the art, inspiring music and cinema lovers and challenging the competition to catch up. DALI is driven by raw passion for music and an honest reproduction in the domestic environment. Continuous development and refinement of new technologies remains core to DALI's quest to create the best loudspeakers in the world. For more information visit DALI-SPEAKERS.com

About BluOS

BluOS® is a premium multi-room audio ecosystem that manages stored and cloud music sources and playback, with support for high-resolution audio streams up to 24/192. Adopted by some of the most renowned hifi audio brands and integrated with numerous smarthome control systems, BluOS allows for interoperability among enabled devices across brands for maximum versatility and use cases. Integrations with popular streaming services like Tidal, Spotify, Qobuz, and Deezer, as well as featuring support for FLAC, WAV, MQA, and other high-resolution formats and codecs, BluOS offers virtually unlimited access to music of all genres for any occasion. Made up of an operating system and a control application for smart phones, tablets, and PC desktops, BluOS is the ultimate choice for the modern audiophile. For more information visit BluOS.net.

About Lenbrook International

Lenbrook International is the owner of high fidelity audio brands NAD Electronics, PSB Speakers, and Bluesound, and the BluOS distributed audio and music management platform. It is a wholly-owned subsidiary of The Lenbrook Group of Companies, a privately-held Canadian corporation formed in 1978, specialized in manufacturing, supplying, and distributing electronics and communications products for over 84 markets worldwide. For more information visit Lenbrook.com.