

PRESS RELEASE



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POW-r Consortium announces new licensees — Apple Computer, BIAS, Magix, and Merging Technologies

The POW-r Consortium is pleased to announce new licensees for **POW-r**, the innovative new technique for digital audio word length reduction (WLR) for use in professional digital-audio products. Recent POW-r licensees include Apple Computer (E-Magic), BIAS (Peak, Deck), Magix (Samplitude, Sequoia), and Merging Technologies (Pyramix DSD). The POW-r algorithms are considered by many top mastering and recording engineers as the ultimate method for ultra-transparent digital-audio bit reduction. Other high profile “converts” to POW-r include Digidesign, SADiE, Sonic Solutions, Telarc International Records, Glenn Meadows, Bob Katz at Digital Domain, and many others. The POW-r Consortium development team includes Weiss Engineering — Switzerland, Millennia Media — USA, Z-Systems — USA, and Lake Technologies — Australia.

These new licensees join more than a dozen other top audio manufacturers now including the POW-r algorithms in their leading edge digital-audio equipment and applications. “We’re very pleased that artists and recording engineers worldwide using audio tools from these new licensees can now assure their customers of the most sonically realistic high-bit reduction technique available,” says John La Grou, Chairman of the POW-r Consortium.

POW-r, an acronym for Psychoacoustically Optimized Wordlength Reduction, is a unique, patent-applied-for algorithm, which reduces longer word lengths (20, 24, even up to 32 bits), to CD standard 16-bit format while retaining a high degree of perceived dynamic efficiency and very low noise. POW-r is a scalable algorithm, meaning it is dynamically optimized and ready for all sample rates, from 44.1kHz to 192 kHz and beyond. Some of the world's finest digital audio designers have come together as a team to create the POW-r algorithms — in numerous comparison tests against other reduction methods, POW-r has been consistently hailed as the audio industry's most program transparent, musically accurate, dynamically realistic method of reducing digital word lengths.

Apple Computer / Emagic: <http://www.emagic.de>

BIAS: <http://www.bias-inc.com>

Magix: <http://www.magix.de>

Merging Technologies: <http://www.merging.com>

POW-r Consortium: <http://www.mil-media.com/pow-r.html>

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