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Olive Creates New Audio Category, the HD Hi-Fi Music Server

Olive 4HD Sets a New Digital Audio Standard, Fueled with 96khz/24-bit Content from Chesky Records

SAN FRANCISCO, CA - November 19, 2009

Leading music server manufacturer Olive Media Inc. today announced the introduction of its first HD Hi-Fi Music Server for home stereo systems. Creating the HD category for digitally recorded music, the Olive 4HD matches recording engineers' golden standard of 24-bit sound and 192 kHz sample rate, offering listeners music at more than 250 times the resolution of CDs.

"Most digital music solutions severely compromise the quality of the music experience," said Dr. Oliver Bergmann, founder and CEO of Olive. "Our new HD music server delivers a new listening experience that allows music lovers to enjoy the best of both worlds—the convenience of digital music management and the quality of HD sound. This is the way music sounds as it is recorded."

Easy to set up, configure and navigate, the new Olive 4HD serves as a control center that can access any digitized music library. A two terabyte hard drive stores up to 6,000 CDs, or 20,000 high resolution 24-bit tracks. Music can easily be copied to the Olive 4HD via the built-in CD mechanism, or from a PC or Mac through its wireless or wired network connection. The breathtaking music reproduction is handled through Olive's proprietary high-resolution Digital-Analog-Converter (DAC), featuring Texas Instrument's best-of-breed 192khz/24-bit Burr-Brown PCM1792A.

Olive enforces its commitment to HD by partnering with Grammy Award-winning Chesky Records, producer of high-resolution audio recordings. Twelve tracks from Chesky artists are included free with the Olive 4HD, providing over an hour of audiophile-grade music.

"To achieve the highest quality audio means recording at 24-bit," said Chesky Records founder David Chesky. "CDs cannot reproduce what we capture from musicians during a recording session, and MP3 files degrade the quality even further. But with the Olive 4HD it is now possible to replicate the experience of that golden master recording at home, in full 24-bit."

As part of your home entertainment system the Olive 4HD connects directly to a stereo receiver. Music libraries are easy to navigate through the integrated touchscreen, or, using the unit's built-in HDMI

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interface, on a TV. Olive also offers a free iPhone/iPod Touch application that allows users to control the HD Hi-Fi Music Server from anywhere within the home network. Beyond standard music information such as artist, album, track title and cover art, the Olive delivers extended metadata, describing music more accurately and tailored to its specific genre. This allows users to find the right music, quickly.

The Olive 4HD can be integrated into a home network with its Gigabit Ethernet and 802.11n connection, which also allows for direct download of music. Adding the Olive 2 Hi-Fi Player allows users to access their music anywhere within their home.

Pricing and availability

The Olive 4HD Hi-Fi Music Server is available in the US directly from Olive (www.olive.us; 1.877.296.5483): \$1,999 (2TB). It includes 12 of Chesky Records' best HD tracks for free. Olive is available world-wide through a network of authorized distributors.

More information on product specifications, features, pricing, images and other multimedia assets are available at www.olive.us.

About Olive

Based in San Francisco, Olive brings the ease and accessibility of digital music to the home stereo in high-fidelity. Led by a team of music lovers, Olive makes the only Hi-Fi Music Server and multi-room Hi-Fi Players that deliver a music experience without compromises. The result of five years of award-winning design based on customer feedback, Olive products allow the experience of music in true hi-fi sound quality with easy digital music access and elegant design at a compelling value. For more information, please visit www.olive.us.

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