

## NEWS RELEASE



FOR IMMEDIATE RELEASE

# Olive and THIEL Team Up to Introduce Networked HD Music System

Digital music server leader and high-end speaker legend swap speaker cables for Ethernet cables to produce breathtaking sound in an easy-to-use system.

Las Vegas - January 5th, 2010

Leading music server manufacturer Olive Media Inc. and legendary high performance loudspeaker maker THIEL Audio today introduced the Olive+THIEL HD Music System (HDMS). The system bundles award-winning Olive and THIEL components that easily connect over a network – eliminating the expensive amplifiers, speaker cables and interconnects of traditional high-end audio systems. See – and hear – the difference at CES 2010 in Las Vegas. The Olive+THIEL HDMS will be on display January 7-10 in The Venetian Bassano Ballroom 2601, and will be available at selected audio dealers that sell THIEL speakers.

The Olive+THIEL project combines the expertise of two companies devoted to high-end audio and simplicity at an unbeatable value. The basic system only has three parts: Source, speakers, and cabling.

Driving the HD Music System: Olive's flagship 4+ HD music server, which can store 6,000 CDs or 20,000 24-bit HD music tracks. The built-in touch-screen LCD allows users to find and play their music with ease, and if you want to kick back and relax, a free app turns your Apple® iPhone™ or iPod™ Touch into an Olive remote control.

With the Olive 4+, it's a breeze to rip, play and burn music CDs – or import a digital music collection from any networked PC or Mac. Don't want to spend time loading CDs onto a new server? Olive offers a preload service, ripping your CD collection onto the Olive 4+ at the factory.

THIEL's SCS4D loudspeakers deliver all this amazing sound quality in a small package. The time- and phase-coherent, bookshelf-sized two-way speaker can be placed either upright or sideways with no effect on sound quality. Its die-cast aluminum baffle and robust cabinet construction with ample internal bracing reduces enclosure resonances. Each speaker features a high-performance 24-bit DAC and a 200-watt class D amplifier.

Conventional cables are gone with the Olive+THIEL HDMS. The Olive 4+ HD music server connects to each speaker via simple Ethernet cables – no need for difficult installations or special shielding. The SCS4D speaker employs THIEL zöet proprietary IP-technology, which eliminates latency issues that typically plague network-connected systems. As a result, you get perfectly synchronized sound from the Olive 4+ to up to four pairs of THIEL's SCS4D, anywhere within your home network. Hook up your Apple® iPod™, satellite radio or computer to the Olive 4+ analog or USB audio inputs to broadcast music to all speakers in the network.

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Clearly the companies' two CEOs are pleased with their new baby: *"Olive and THIEL share a mutual passion for audio perfection at reasonable prices,"* said Dr. Oliver Bergmann, founder and CEO of Olive. *"Joining forces on the Olive+THIEL HD Music System allows us to offer a home music experience that plays normal CDs, but also extends the listening experience to the gold-master standard of 24-bit/192 kHz signals—the same quality used by studio recording engineers."*

*"THIEL views the Olive+THIEL HD HiFi Music System as an important step forward in our quest to give consumers uncompromised sound quality in a complete package that is effortless to set up and operate,"* commented THIEL president Kathy Gornik. *"We wanted to eliminate all of the confusion and technobabble and just let our customers enjoy listening to their music,"* Gornik added.

### HARDWARE BY THE NUMBERS

#### Olive 4+

##### HD Music Server

2TB ultra-quiet hard drive

TEAC CDRW mechanism

Network technology:

> 4-port Ethernet switch (wired)

> 802.11n (wireless)

Analog and USB Audio Inputs

IR Receiver Input

Navigation:

> 4.3-inch color touch-screen LCD

> 1 HDMI output

17.13 x 3.35 x 11.42 inches

13.2 pounds

#### THIEL SCS4D

##### IP-based Coherent Source® Loudspeaker

6.5-inch coaxial/coincident driver

200W Class D Power Amp

24-bit/192kHz DAC in mono mode

(Burr-Brown 1792A)

IP-Connectivity with 32-bit DSP

48Hz-20kHz (+/- 2dB) frequency response

IR Receiver Input

1-inch thick cabinet walls

8.37 x 17.62 x 11 inches

### PRICING AND AVAILABILITY

The Olive+THIEL HD HiFi Music System will be available in the US in January for a retail price of \$7,900 and will be sold through a selected number of resellers. More information is available at the Olive+THIEL website at [www.olivethiel.com](http://www.olivethiel.com) or by phone at 1.859.254.9427 (distribution inquiries) and 1.877.296.5483 (product information).

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## 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](http://www.olive.us).

## About THIEL

Founded in 1976, THIEL is a privately-held engineering-driven organization that performs research, design, and manufacturing of loudspeakers for the highest quality home music and video sound reproduction. Our products incorporate a variety of technological advancements in driver design, acoustical construction techniques, and crossover design. All our work is directed toward one end: to provide the most realistic sound reproduction possible. THIEL's product range includes surface-mount speakers, in-wall/in-ceiling speakers, customized flat-panel video display speakers, subwoofers, bookshelf and theater speakers as well as THIEL's world famous floor-standing speakers. Prices range from \$990 (each) for the SCS4, PowerPlane® and HigherPlane® to the flagship CS3.7 at \$12,900 per pair. ([www.thielaudio.com](http://www.thielaudio.com))

## TRADEMARKS

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