

## NEWS RELEASE



FOR IMMEDIATE RELEASE

# Announcing the end of the music CD.

Olive® unveils new OPUS™ N°5 – the only networked audio system that delivers digital convenience and HD audio quality better than vinyl.

SAN FRANCISCO, CA - September 26, 2007.

Olive Media developed the first OPUS in 2005, heralding a new age in music experience that combined the convenience of digital media with high-end audio components. With the introduction of the new OPUS N°5, Olive has perfected this convergence with an audio system that delivers music with incredible sound clarity, while also offering the flexibility to browse, rip, store, mix, match and burn music libraries or listen to internet radio.

"We all know the market for CDs is coming to an end," explains Oliver Bergmann, Olive's CEO, "but until now we just weren't sure what would replace the CD player for the serious music enthusiast who really cares about quality music. We believe the Opus N°5 is the answer."

Portable players, music on PCs and compressed MP3 audio files have become ubiquitous in terms of digital music - however these solutions severely compromise the quality of the music experience. By fusing the underlying digital and high-end audio technologies into its unique Pure Audio System™, Olive has managed to unleash audiophile-quality sound from the fixed compact disk without customers having to resort to a PC running in the background with all the downsides that entails. And selling directly to customers allows to offer at a price that is comparable to that of high quality CD players. Now music lovers can enjoy the best of both worlds - the convenience of digital music management and the quality of HD sound.

"Why would you want to compromise the quality of your music? Great sound and digital convenience can very well coexist, so you can have your cake and eat it too," Oliver continues. The OPUS is designed and custom built in California, USA, building on the innovative energy of the Silicon Valley and the music passion of the city of San Francisco. Based on its audio purity specs including a signal/noise ratio of incredible 123dB, the new OPUS N°5 delivers warm, full-bodied and spacious sound for an exceptionally realistic soundstage, making it the most uncompromising music playback system on the world market today. The audio components were hand-selected together with Texas Instruments audio experts, and the design was tested in the TI Labs.

"We are excited to work with a pioneer like Olive who is committed to bringing audio quality to another level," says Nick Holland, Audio and Imaging Products Marketing Manager, High Performance Analog for TI. "TI's high performance, ultra low noise distortion data converter, clock and receiver components, coupled with Olive's innovative design, translate into a world class listening experience for music enthusiasts."

Another key feature is the minimalist design, which is as stunning as the audio quality. "Your music should look as good as it sounds," says Alfredo Muccino, Olive's Brand Architect. "We modeled the design after a book, as a metaphor for the fact that the OPUS N°5 becomes your music library." As an important side effect, the solid chassis of fine grade aluminum virtually eliminates operating noise and vibration.

Olive has received wide press recognition and numerous awards for providing customers with a convenient one-stop solution to migrating their CD collections to a high quality music library that is always at their fingertips. Olive continues to evolve the music industry in focusing on products that deliver amazing quality sound at affordable prices.

## **Pricing and Availability**

Olive's all-new OPUS N°5 starts with a 400GB hard disk and a price of \$2,999. All of Olive's products are sold exclusively through Olive's website or telephone hotline in the United States ([www.olive.us/1.877.BY.OLIVE](http://www.olive.us/1.877.BY.OLIVE)), or at Amazon ([amazon.com](http://amazon.com)). The OPUS N°5 will soon also be made available internationally.

---

## **About Olive Media Products**

Headquartered in San Francisco, California, Olive is a privately held company driven by a team of music aficionados with a vision to create the perfect audio experience and making it simple and affordable for everyone. With a deep understanding of audio and convergence technology Olive solutions deliver the best of both worlds, combining high fidelity sound with innovative features, intuitive navigation and attractive design. For more information about Olive and its many fine products visit [www.olive.us](http://www.olive.us) or call 1.877.BY.OLIVE.

## **Media Information**

Please contact:

Olive Corporate Communications

Telephone: (415) 908 3870

E-mail: [communication@olive.us](mailto:communication@olive.us)

## **Trademarks**

Olive is a registered trademark of Olive Media Products, Inc. in the US and in the countries where Olive products are sold or distributed. OPUS, Pure Audio System and Preload are trademarks of Olive Media Products, Inc. Other brands and names are the property of their respective owners.