



TAKE ME THERE

To the original performance. Wherever you listen.





STUDIO QUALITY SOUND YOU CAN STREAM OR DOWNLOAD

Imagine being present at the original studio performance of your favourite recording artist. Every nuance, every subtlety, every tiny drop of emotion delivered to your ears.

This is Master Quality Authenticated, or MQA.

MQA is an award-winning British technology that delivers the sound of the original master recording. The master MQA file is fully authenticated and is small enough to stream or download. What's more it's backwards compatible, so will play on any device.

THE DAYS OF SACRIFICING QUALITY FOR CONVENIENCE ARE OVER.

"IT'S SUPER IMPORTANT FOR US THAT THE LISTENERS HEAR AS CLOSE TO THE STUDIO MIX AS POSSIBLE BECAUSE ALL THE DETAILS ARE WHAT GIVE IT ITS SIGNATURE."

SMOKE SEASON

A BREAKTHROUGH BORNE FROM SCIENCE

Our hearing is incredibly adept at determining where a sound is coming from. As sounds reach us, microseconds apart, our brains build a 3D sonic 'picture'.

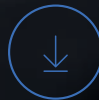
It's this same capability that allows us to position the individual instruments by their sound at a live performance. It's also why live music feels so powerful and emotive, and why recorded music often feels flat in comparison.

MQA is the first technology to capture this crucial timing information – to transport you to the original performance.



QUALITY

MQA authentically reproduces the sound of the studio master.



CONVENIENCE

MQA delivers studio master quality using no more bandwidth than a CD-quality file – so it can be streamed or downloaded.



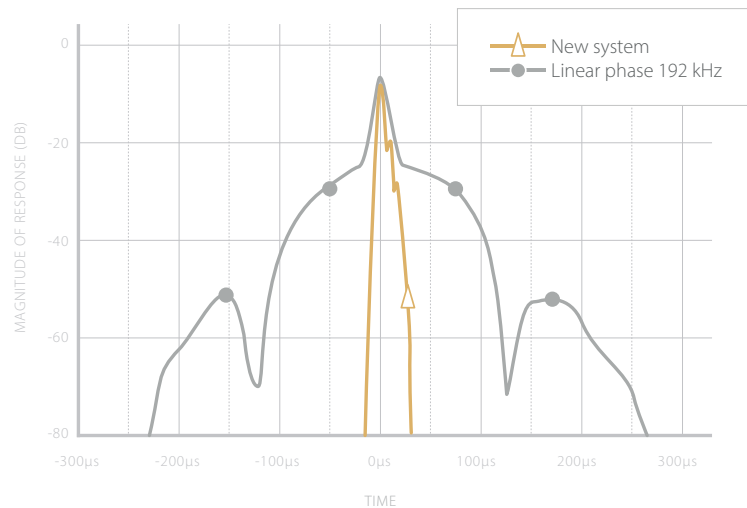
SETTING THE STANDARD

MQA sets the bar when it comes to audio capture, delivery and reproduction. No other technology comes close.

HOW MQA WORKS

1 Cleaning the recording

When an analogue sound is converted into a digital signal, temporal 'blurring' occurs, smearing transients through time. As a result, our ears can't tell where individual sounds are coming from, and recorded music sounds flat compared to 'live'. MQA is able to clean up this distortion to create a truly accurate 3D soundstage unlike anything you've ever heard.



Before MQA

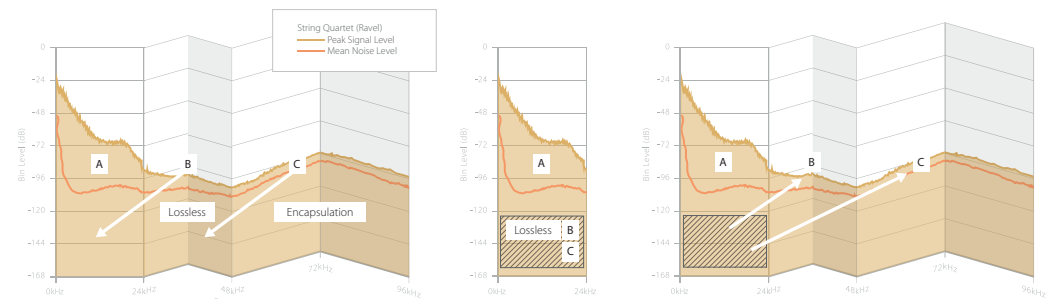
Common digital audio filters impair time resolution, causing 'ringing' both before and after a transient.

With MQA

MQA reduces this pre- and post-ringing by over 10 times compared to a 24/192 recording.

2 Packaging the sound

Once the recording has been de-blurred, MQA uses a process we call 'Music Origami' that cleverly makes this large, high-resolution file manageable and compatible with any service or playback device. On an ordinary player, MQA will play at better than CD quality. With an MQA decoder the full, rich studio sound is unfolded.



Music Origami

1. Very high frequency content (C) is 'encapsulated' and hidden away below the noise floor of B.
2. The high frequency information (B) is losslessly compressed and hidden beneath the noise floor of A.
3. Section A behaves like a normal CD-quality file and will play on any device. The stored additional detail (B and C) is ignored.
4. On an MQA-enabled device, the full recording is unfolded to deliver the original performance.

ONE MQA FILE

INTELLIGENT

MQA captures 100% of the original studio performance. It then cleverly adapts to deliver the highest quality playback your product can support.

AUTHENTICATED

MQA can be fully approved in the studio. With our studio toolset, all playback scenarios can be previewed.



CLEVERLY PACKAGED

After capturing the performance, MQA folds up the file to make it small enough to stream. We call this 'Music Origami'.

COMPLETELY COMPATIBLE

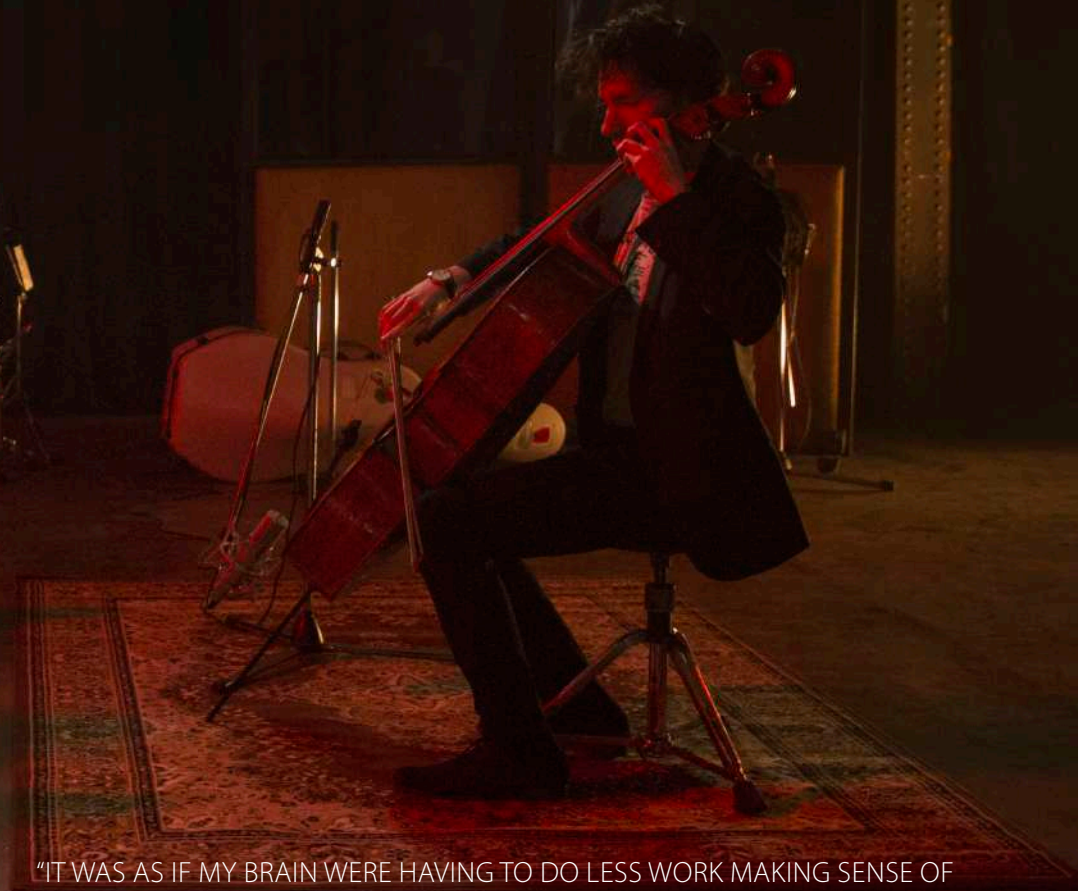
MQA will play back on any device to deliver better than CD-quality. Those devices that are MQA enabled will play back 100% of the original recording.

"MQA WILL BE THE FIRST OPPORTUNITY, IN THE HISTORY OF RECORDED MUSIC, TO DIRECTLY LINK THE MUSIC LISTENER TO THE MASTERING STUDIO; REVOLUTIONIZING MY JOB AND ITS IMPORTANCE."

ERIC BOULANGER

"MQA MADE SOMETHING INTERESTING HAPPEN TO THE MUSIC. FOR ME, IN EVERY INSTANCE, THE MQA PROCESSING SEEMED TO PEP UP THE ORIGINAL IN A POSITIVE WAY. THINGS SEEMED TO SNAP INTO FOCUS, ALMOST AS IF YOU'D JUST PUT ON A NEW PAIR OF GLASSES WITH YOUR LATEST PRESCRIPTION."

HI-FI CHOICE



"IT WAS AS IF MY BRAIN WERE HAVING TO DO LESS WORK MAKING SENSE OF THE STEREO INFORMATION TO CONSTRUCT AN INTERNAL MODEL OF THE RECORDED ACOUSTIC."

STEREOPHILE

GET IN TOUCH WITH US

We're here to answer any questions.

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