



# qsonix NEWS RELEASE



**FOR IMMEDIATE RELEASE**

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## QSONIX CLIENTS ACHIEVE STAR STATUS WITH READYTOPLAY'S CD CONVERSION SERVICE

**MUSIC LOADING SIMPLICITY REDEFINED**

**Westlake Village, CA (February 25, 2008)** – Qsonix clients are now elevated to a service level enjoyed by Hollywood stars and recording industry executives with the latest Qsonix offering – time-saving turnkey CD conversion made available through a strategic alliance with ReadyToPlay. Already the creator of the simplest and fastest user-interface for lossless digital music storage and management as well as developer of the industry's simplest and fastest drag-and-drop user interface, Qsonix's deal with ReadyToPlay attracts dealers and integrators with yet another premium service for discerning customers.

Well-acquainted with Qsonix's reputation, savvy audiophile consumers also recognize ReadyToPlay as the leader in high-quality CD loading and data-grooming services backed up by a benchmark standard for quality and service. The partnership between these two pacesetters creates excitement and generates sales for dealers and integrators.

The solid source of the buzz is the remarkable convenience of ReadyToPlay's turnkey solution for CD conversion. Always before, ripping CDs one at a time was a necessary and time-consuming drag. Now, no matter how large the collection, clients or dealers can instantly upload CD's to high-quality, lossless digital Windows Media Audio (WMA). At the same time, the perfectly organized files can be automatically and seamlessly imported to the highly accessible Qsonix management systems, including the Q110 and Nostalgic Jukebox series which can accommodate up to 3000 CD's in CD quality or as many as 18,000 in compressed mode - enough storage for any music enthusiast.



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Like its Qsonix partner, ReadyToPlay uses the reliable All Media Guide (AMG) for accessing advanced, high quality musical metadata with its CD conversion solution. All premium data including artist, album, genre, track information and album art are included with the ReadyToPlay CD conversion service. Moreover, ReadyToPlay's DataGroom™ technology handily cleans up each file so disc numbering, artist names and genres are consistent and easy to navigate.

Understandably, both music lovers and dealers support the Qsonix-ReadyToPlay alliance. Music lovers value the quality and attention to detail that goes into every CD conversion. Dealers appreciate being able to provide yet another valuable personalized service for their clients while adding income to jobs.

**Oscar Ciornei**, CEO of Qsonix, said, "The alliance between Qsonix and ReadyToPlay builds on the Qsonix reputation for offering the highest quality and safest music management in a solution designed to be easily executed by the dealer on behalf of their customer. We also like to make it simple and profitable for our custom business partners to offer the perfect conversion solution to their clients. We know we've accomplished that with this partnership."

**Jeff Tedesco**, President of ReadyToPlay, said, "We are excited to partner with Qsonix and extend our high quality ripping services to such an elegant digital music solution. The combination of ReadyToPlay's 'library quality' metadata and the unique and simple Qsonix user interface creates a compelling experience for music lovers and collectors."

This CD conversion solution enjoyed by the crème de la crème of the celebrity scene promises to make every user feel like a star.

## **About ReadyToPlay**

ReadyToPlay, Inc. is a privately held company based in Palo Alto, California, providing digital music services including CD conversion, media server and portable digital audio device loading. Go to [www.readytoplay.com](http://www.readytoplay.com) or call 650-213-9300.

## **About Qsonix**

Located in Westlake Village, California, Qsonix is a market innovator and leader in providing user-friendly digital media technologies. With its world-class user interface, Qsonix offers the most reliable and truly friendly digital music management systems available. For additional information, please visit [www.qsonix.com](http://www.qsonix.com) or contact Mike Weaver, president/co-founder at [mike@qsonix.com](mailto:mike@qsonix.com), 877-4QSONIX or 877-477-6649.

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