



**qsonix**<sup>TM</sup>

# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

**QSONIX LICENSES MUSIC MANAGEMENT TECHNOLOGY TO THE ROCK-OLA JUKEBOX MANUFACTURING COMPANY.**

**The Rock-Ola nostalgic jukebox company has licensed Qsonix's advanced touchscreen based music management software to power its next generation of digital nostalgic jukeboxes for the home market.**

**Agoura Hills, California. – March 1, 2007** – Qsonix a market innovator and leader in providing user friendly digital music management products was selected by Rock-Ola Manufacturing to provide the software platform for its next generation of nostalgic music jukeboxes. Rock-Ola conducted an extensive search for a music management system that their customers could easily understand and operate without being intimidated. The Rock-Ola team concluded that Qsonix's advanced drag and drop touch screen based music management system offers the most capable, friendly and flexible solution available.

“The Rock-Ola Nostalgic Music Center model QB-8 represents an exciting addition to the Rock-Ola family of finely crafted classic jukeboxes and is the first of its kind, featuring total touchscreen control of loading, organizing and playback of users CD music collection.” said Glenn Streeter, CEO of Rock-Ola. The system can store up to 2800 CD's, is powered by a 360 Watt digital amplifier and integrated 5-speaker system that offers outstanding fidelity and “live” performance sound that customers have depended on from Rock-Ola jukeboxes.

The QB-8 is hand built of a solid hardwood and veneered cabinet and distinctive 4-color spectrum bubble tubes and die-cast metal details.

“We are excited to be working with Rock-Ola in bringing to market what can only be called a true music jukebox. Qsonix has always been about offering high-quality, entertaining and friendly to use music products. The QB-8 is a sight to see and wonder to hear and represents a great combination of leading hardware/software technology and classic design in a package that is a perfect addition to the home recreation or game room.” said Mike Weaver, President of Qsonix.

### **Qsonix GUI Puts You in Control**

Accessed through the built-in 15-inch touchscreen, the innovative Qsonix GUI (graphical user interface) puts all the unit’s features right at the user’s fingertips. Accessing the unique Album Browser™ music navigation system, users can quickly browse through their entire music library, as each album is presented graphically with its cover artwork, artist, genre, year and song track information right on the screen. Music can also be easily sorted by artist, album, genre, or year, as well as by keyword. Any music selection can be quickly queued up for playback or can be added to a playlist simply by dragging them to the appropriate list, and tracks can be added to or deleted from any playlist or from the “now playing” queue at any time the same way.

Qsonix and Rock-Ola are currently exploring additional product offerings that can be marketed jointly to both of our respective dealer channels. Oscar Ciornei of The OAC Group and Executive Advisor to Qsonix commented, “The QB-8 has received a lot of press and interest from the custom installation community for its unique GUI and user friendly features. We feel that many dealers and custom integrators will be interested in this type of elegant jukebox to add to their line-up of offerings to the high-end consumer and CD collector alike.”

The QB-8 Nostalgic Music Center is available through a variety of Rock-Ola dealers or Rock-Ola directly starting at \$7595 MSRP.

### **About Qsonix**

Located in Westlake Village, California, Qsonix is a market innovator and leader in providing user friendly digital media technologies. With it's world-class user interface, Qsonix offers the most reliable and truly friendly digital music management systems available. Qsonix products address a wide variety of lifestyles, tastes and environments. Consumers and Businesses alike can quickly and easily store, organize and playback music without the hassle.

Qsonix's involvement in the Home Entertainment market is focused on music enthusiasts that are served by the custom installers and retailers in both discrete audio and home theaters applications, as well as more complex whole house distributed audio environments.

For additional information about Qsonix and its innovative products, please visit [www.qsonix.com](http://www.qsonix.com).

### **About Rock-Ola Manufacturing**

Located in Torrance, California, Rock-Ola Manufacturing Corporation was founded in 1927 by the Coin-Op pioneering legend David C. Rockola. In 1935, Rock-Ola vaulted into jukebox manufacturing. He inspired the term "Rock & Roll" and has left an indelible mark on an industry that literally echoes his name.

Since 1977, The Antique Apparatus Company has stood for uncompromising quality, taking great pride in having engineered, refined, and manufactured the first and finest "Nostalgic" Jukeboxes.

In 1992 Antique Apparatus and Rock-Ola combined their strengths and merged to create the best Commercial & Nostalgic Jukeboxes on the market and they continue to do so today.

For additional information about Rock-Ola, please visit [www.rock-ola.com](http://www.rock-ola.com)

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