



Naim Audio adds native Qobuz support to its music-streaming family

Free update enables high-resolution streaming up to 24-bit/192kHz quality



Salisbury, England – Thursday 16th January 2020 – for immediate release

Naim Audio, the British hi-fi specialist with 46 years of audio expertise, is delighted to announce the imminent availability of native Qobuz support to its award-winning music streaming family. Enabled via a free over-the-air firmware upgrade, the update will enable Naim owners to enjoy seamless access to Qobuz streaming services - including true high-resolution streaming up to 24-bit/192kHz quality - from within the Naim control app.

Qobuz offers the most comprehensive CD-quality music catalogue currently available and the largest selection of albums in true high-resolution studio quality. Its streaming services are currently available in 12 countries, including the US, UK, Ireland, France, Germany, Spain, Italy, the Netherlands, Belgium, Austria, Switzerland and Luxembourg.

The Naim Qobuz update is scheduled to be released next week for owners of Uniti Atom, Star and Nova systems, plus ND5 XS2, NDX 2 and ND 555 network players. An update for Naim Mu-so 2nd Generation and Naim Mu-so Qb 2nd Generation wireless speakers will follow in Spring 2020 (in the meantime, owners of the speakers can enjoy Qobuz in up to 24bit/96kHz quality via Chromecast). To enjoy Qobuz streaming services, users will need a Qobuz subscription: 30-day free trials will be available via a link in the Naim control app, which is available for iOS and Android devices.



“With our mutual dedication to offering the very best-quality, most authentic musical experience, a closer partnership with Qobuz was an obvious way to extend the music-streaming options for Naim users. We’re excited about rolling out this update this month” says Charlie Henderson, Naim Managing Director.

“Naim is one of the most respected hi-fi manufacturers globally, Qobuz is very proud to collaborate with such a prestigious partner. This much wanted new Hi-Res music streaming experience will delight music lovers over the world” says Benoît Rébus, Qobuz Head of Global Partnerships.

Download high-res images here:

<http://bit.ly/NaimQobuz>

For further information, please contact:

Clare Newsome, Naim Audio

Email: clare.newsome@naimaudio.com

Tel: +44 1722 426690

About Naim

Founded in 1973, Naim is an award-winning hi-fi manufacturer based in Wiltshire, UK. With a history rooted in engineering and design excellence, Naim has won the prestigious Queen’s Award for Enterprise on three occasions, most recently for its ground-breaking design of digital music systems.

Naim shares the same intense relationship with music as its customers, a passion that has driven them to design and engineer hi-fi products including digital music systems, amplifiers and loudspeakers that connect people with their music. For Naim, music always comes first. Every product is the subject of intense scrutiny from a team of engineers who spend months or years perfecting designs, never content until the music speaks to their hearts and souls as well as their heads.

Naim also has partnerships with Bentley Motors - the Naim for Bentley premium audio system is available as an optional extra on all Bentley cars – and Princess Yachts, which offers a range of class-leading, multi-zone Naim audio systems across its luxury yacht range.

About Qobuz

Founded in 2007, Qobuz is a Paris-based commercial online music streaming and downloading service that addresses the needs of curious and discerning music lovers across the globe. Live in eleven European markets and launched in the US in early 2019, Qobuz offers an exceptional range of music genres as well as exclusive editorial content independently curated by a team of experts. Qobuz offers subscription to streaming services with genuine CD quality audio of more than 40-million tracks and over 2 million hi-res tracks up to 24/192 resolution from all genres. For more information: www.qobuz.com.