



**R E A D Y T O P L A Y**

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# NEWS

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## **READYTOPLAY LAUNCHES FIRST AUDIOPHILE 'SECURE CD RIPPING' SERVICE**

**PALO ALTO, CA (PRWEB) August 11, 2008** -- ReadyToPlay, the leading CD conversion service in the U.S., and illustrate, creators of dBpoweramp, have jointly developed the first verified, secure CD ripping service, called ReadyToPlay Secure. Secure ripping is the process of converting audio CDs without errors. Perfect audio fidelity is guaranteed by verifying a 100 percent accurate audio extraction. Targeted at audiophiles and other demanding clients, ReadyToPlay Secure utilizes a combination of new technologies, specialized hardware and processes. More information about the service can be found at [www.readytoplaysecure.com](http://www.readytoplaysecure.com).

“A verified, secure lossless conversion is the technical gold standard of CD ripping,” said Jason Seeba, ReadyToPlay VP of Technical Marketing. Ripping errors typically manifest themselves as pops, clicks, or extended periods of silence. Secure ripping is different in that errors are detected, potentially recovered and unrecoverable tracks are separated out. Many ripping providers claim to use 'special hardware' or 'the best error correction hardware available', yet they provide no specific details on the process. “With illustrate’s expertise, ReadyToPlay Secure was designed with specific hardware and exacting processes that deliver the optimal configuration for error-free CD

conversion. Problematic CDs are professionally repaired and the resulting conversions are verified as accurately ripped against other known perfect conversions of the same CD worldwide. Finally, all claims and processes are documented, so as to be transparent and accountable for the client.”

“ReadyToPlay has taken CD ripping to a new level with this unique service,” said Jeff Tedesco, President of ReadyToPlay. “Before, audiophiles had to concern themselves with the extracted audio quality of a CD during the ripping process. The combination of verified audio quality and metadata from four sources, including AMG and GD3, make ReadyToPlay Secure the highest quality ripping service in the world.”

"When partnering with ReadyToPlay, illustrate's focus was on choosing a company with a proven track record, whose attention to detail was paramount while at the same time embracing the forward thinking ideas and processes of secure ripping," said Mr. S. Elkins, CEO of illustrate.

The service is available immediately by contacting ReadyToPlay at (650) 213-9300 or [sales@readytoplay.com](mailto:sales@readytoplay.com).

## **Company Information**

*ReadyToPlay, Inc. is a privately held company based in Palo Alto, California, that provides digital music services including CD conversion, media server and portable digital audio device loading. ReadyToPlay offers these services to customers through home audio server manufacturers such as ReQuest, ELAN HomeSystems, Sonos, Russound, Colorado vNet and Integra and retailers such as Magnolia Audio/Video. The company is on the web at [www.readytoplay.com](http://www.readytoplay.com). Visit [www.readytoplay.com](http://www.readytoplay.com) or call 650-213-9300.*

*illustrate, is an audio-related software provider based in the UK. Having spent over ten years in the audio business, illustrate leverages a strong working knowledge of audio formats, standards, rippers and encoders. Privately-owned, employing staff who understand and are dedicated to audio quality, illustrate's products speak for themselves in terms of quality, depth and usability. Their products include dBpoweramp Music Converter, the cornerstone of illustrate's product base with over twenty million users. Stability and compatibility are two of Music Converter's defining characteristics. Used by many top television and radio stations worldwide, as well as most multimedia-based Fortune 100 companies. Additionally, dBpoweramp's CD Ripper has an installed user base of over ten million and falls in the top five applications for CD ripping use worldwide. Visit [www.dbpoweramp.com](http://www.dbpoweramp.com).*