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## **Russound Partners with ReadyToPlay for Digital Music Conversion**

*Ripping service provides faster loading of SMS3 Smart Media Servers, DataGrooming, metadata organization and new profit avenue for professionals*

**CEDIA EXPO, Indianapolis, IN, September 8, 2005** - Russound®, a leading manufacturer of a/v products for the residential systems and connectivity markets, announced its partnership with ReadyToPlay's ripping service for its award-winning SMS3 Smart Media Server. ReadyToPlay's digital conversion service enables dealers and integrators to offer an invaluable service to their customers. Available early October, entire CD collections can be converted and loaded directly on the SMS3, on DVDs or external hard drives in a variety of formats to meet the clients' needs. The service provides a profitable value add-on for professionals and convenience for the consumer.

Russound qualified integrators using ReadyToPlay digital ripping service can offer their customers a necessary service with fast turnaround, personalized to the clients' music collection.

ReadyToPlay's DataGroom™ process fixes many of the problems that arise from inconsistent metadata from many online music database sources. Optimized for Media Servers, DataGroom makes disc numbering, artist names, duplicate album titles and genres easy to recognize and find. Additionally, ReadyToPlay is known for its attention to detail and the great pains taken to ensure the safety of customer's music collections.

The service can generate digital files in various formats, such as MP3, FLAC, OGG and WAV to meet the clients' needs for the SMS3. ReadyToPlay includes artist, album, track, genre information and album cover art for each CD.

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After extensive testing to ensure compatibility with Russound's SMS3 Smart Media Servers, ReadyToPlay was deemed to be the best ripping service in terms of turnaround, compatibility and level of file detail. Bill Benoit, Russound Product Manager stated, "ReadyToPlay is a valuable and profitable service for dealers and distributors. It provides an additional level of personalized service to offer their customers, further making their SMS3 experience the best one possible."

Russound's SMS3s are award-winning media servers that provide a never before seen level of metadata and music library navigation. The SMS3 learns the listeners' music preferences and plays music accordingly. Every new CD loaded onto the server is automatically placed in the right genre and theme allowing the user to find and listen to music they love without confusing screens and playlists. "With ReadyToPlay, consumers can have their music pre-loaded on their SMS3, without hours and hours spent loading the CD's themselves," Benoit added. "Their integrator can offer the service during system design and have their entire CD collection loaded before installation, giving their clients a true plug and play experience."

#### **About Russound**

Since 1967, innovation, quality and reliability have been the pillars of the Russound product tradition. Located in Newmarket, N.H., Russound offers the products and expertise customers need to enjoy multiroom audio and video systems in the home. The company pairs powerful systems using the latest technologies with intuitive controls to give customers' high-performance, easy-to-use solutions. For more information, visit the company's website at [www.russound.com](http://www.russound.com).

#### **About Ready To Play**

ReadyToPlay, Inc., is a privately held company based in Palo Alto, California that provides digital music services including CD conversion, audio server and portable digital audio device loading and disaster recovery services. ReadyToPlay offers these services to customers through retail partners such as Cambridge Soundworks, custom installers and in partnership with audio server manufacturers. ReadyToPlay also has partnerships in Europe through Rip Factory, a United Kingdom based company. The company is on the web at [www.readytoplay.com](http://www.readytoplay.com). ReadyToPlay believes in the joy that music adds to life and supports the legal integration of music into a digital lifestyle.

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