Streamsoft Inc.

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# Streamsoft bows Artist Connection for Artist Approval

Company announces the debut their Artist Connection Service (SaaS) for production teams, artists and their audiences.

New York – Oct 16, 2019 —

Streamsoft Incorporated, a California software services company dedicated to removing barriers between musicians, their production teams and fans, will debut their Artist Connection streaming service on October 16th during the Audio Engineering Society convention in New York City. In booth number 850 at the Jacob K. Javits Convention Center, Streamsoft Inc. will officially launch Artist Connection alongside Sony's new immersive music experience, 360 Reality Audio and its related ecosystem.

Artist Connection is a bespoke "cloud" service, providing both white label and  personalized gateways for artists and studios to share and comment on their work. Artist Connection can be accessed on mobile platforms via an app for iOS and Android, while Sonic Studio's Amarra Luxe provides cross–platform desktop entrée. The service supports all common formats and sample rates; Sony 360 Reality Audio (mobile only), PCM, FLAC, MP4, Binaural and most compressed audio formats.  With its ability to share media content Artist Connection is a modern framework for content creators to reach out and connect directly with their audiences, allowing artists to easily promote and monetize their work.

Artist Connection streamlines the approval process to just a few simple steps that dramatically shortens the time between recording and release. Artist Connection securely streams content with complete tracking of all steps. Studios know when the content they send is auditioned, and with instant message feedback, the time required for the approval process is dramatically reduced.  A distinct advantage of Artist Connection is its integrated support for immersive audio formats as well as channel based formats, when used with Sony 360 Reality Audio. With the increasing use of immersive audio being able to listen and approve content is a unique and powerful feature, designed for the most demanding production schedules. Upcoming video support will provide a complete platform for stereo, channel-based and immersive media delivery and approval.

One man who has extensive live and "surround sound" experience, having most recently worked with Bruce Springsteen, Dave Matthews, Jason Mraz and Foo Fighters, is Jon Altschiller at Chiller Sound.  Altschiller has been searching for an approval workflow that functions seamlessly and reliably. "Artist Connection has been the missing piece of the puzzle when it comes to getting approval for our 360 Reality Audio mixes.  It's intuitive and convenient, allowing artists and management to QC any mixes remotely and on their own schedule."

Jonathan Reichbach, founder of Streamsoft and a key proponent in the move toward high quality mobile–first content delivery, stated that the goal of Artist Connection is twofold. "First, we are enabling content creators and production teams access to the next generation of high quality, channel–based and immersive content production and delivery.  Second, we have extended our support to enable artists and venues to share their unique live music experiences through directed streaming to their fans nationwide."

Sonic Studio LLC, also based in Marin County, will serve as the exclusive reseller for Artist Connection. The service is available starting October 28 with a free 30 day trial for content creators via the Sonic Studio Pro website <http://bit.ly/actrialsignup/trial>.


About Streamsoft Incorporated
Streamsoft is a California technology provider whose goal is to enable content creators, production teams, and fans access to the rising wave of high quality channel–based and immersive audio content. Streamsoft's Artist Connection cloud software platform offers highly secure, dedicated white-box streaming services for content creators, studios, and their production teams. With a home office in Marin County CA, Streamsoft is also is a custom developer of advanced DSP for audio processing, specialized media libraries for MP4, MQA, from MQA Ltd, Sony 360 Reality Audio, an immersive format from Sony Corporation, and more.


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Tags:
SaaS, Software as a Service, streaming, audio, surround, cloud


URLs:
https://sonicstudiopro.com/artist-connection/
https://www.sony.com/electronics/360-reality-audio