



# Streamsoft's Artist Connection Streams Immersive Audio at NAMM 2022

Sonoma County CA — June 2nd, Streamsoft Inc. announced today that their Artist Connection app and platform will be used to stream immersive audio at NAMM 2022 in Anaheim, CA, June 3rd-5th. Attendees can download the app using a QR code and immediately stream immersive audio mixes to headphones on a mobile device during an immersive audio seminar hosted by The Audio Engineering Society (AES), in collaboration with The NAMM Show.

Called the AES Academy, this exclusive, three-day international education and training program is targeted at working professionals in recording and performance audio. Immersive audio will be streamed using Artist Connection during sessions titled "Immersive Audio 101, 202, and 303", held in room 202B from 10 to 11:30am each of the three days.

"When we thought about how to play back immersive audio for our seminar, bringing in speakers to set up an optimal listening environment was just impractical. No one ever really gets the sweet spot. We needed a better way to playback our immersive audio examples at NAMM and Artist Connection does exactly that - our mixes in their full resolution format, streamed directly to headphones for a truly honest reference," says Grammy award-winning mastering engineer Michael Romanowski. "Artist Connection allows me to securely stream multiple immersive audio formats to my clients, allowing them to make informed decisions about what format they want to work with. It's way ahead of the game. This platform isn't just helping us educate at NAMM, it's an invaluable tool for my business to help illustrate how amazing immersive audio really is."

Artist Connection is an iOS/Android app for playback and a browser-based platform that allows artists and content creators to post or live stream music and videos. With an e-commerce back end, Artist Connection can sell downloadable content or create custom subscription services using state-of-the-art audio and video technology to deliver the best possible experience.

To attend the immersive audio sessions, visit:

<https://aes2.org/events-calendar/aes-academy-at-namm-2022/>

For information on NAMM 2022, visit: <https://www.namm.org/thenammshow/2022>

To learn more about Artist Connection, visit [www.streamsoftinc.com](http://www.streamsoftinc.com) for a 90-day free trial.

## About Streamsoft Incorporated

Streamsoft Inc. is a California technology provider whose goal is to enable content creators, production teams, and fans to gain 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 Sonoma County CA, and offices in Europe and Asia, Streamsoft is also a custom developer of



advanced DSP for audio processing and specialized media libraries for immersive formats including Sony Corporation's Sony 360 Reality Audio and more.

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