

Super Audio CD - the Christmas gift with a difference

Submitted by: 2thefore

Monday, 27 October 2003

27th October 2003 - Ever wished you could spend Christmas in the company of your favourite rock star or jazz musician? Super Audio CD brings this a step closer, offering a clarity and quality of sound which is already changing the way people experience music. With around 1,000 albums available in Europe and a broad range of players priced from under 300 Euros, this high-resolution audio format represents a desirable and affordable gift for partners, family and friends.

Whatever your taste in music, Super Audio CDs are available at high street retailers in ever increasing numbers. The latest market research from Sony and Philips indicates that the installed base of Super Audio CDs is set to reach four million by Spring 2004. More importantly, the hybrid Super Audio CDs are not only affordable but can also be played on ordinary CD players.

Widely regarded as the most spectacular feature of Super Audio CD, releases featuring multi-channel, 5:1 surround sound, deliver an entirely new, astonishing experience where the music surrounds and envelopes the listener like never before. With vocals and instruments afforded more space and clarity, surround sound recordings present music as the artist intended it - from broad soundscapes to subtle nuance, every detail can be heard.

Artists new to Super Audio CD this Christmas include David Bowie's famous Ziggy Stardust (EMI) which has been remixed to a breathtaking new album in full surround sound, Bob Dylan (Sony Music Entertainment), Elton John (Universal Music), and The Art of Noise (ZTT). Also, a diversity of genre specific independent labels, such as classical specialist, Hyperion, is planning new Super Audio CD releases in November and December. More contemporary artists include Ronan Keating, The Cardigans and Oasis.

Many of the 28 Super Audio CD consumer equipment manufacturers are forecasting strong sales in the coming weeks. Sony and Philips report that, in particular, Home Theatre systems featuring multi-channel Super Audio CD playback are proving very popular on the High Street. One example is the Philips Digital Home Entertainment System, the LX7000SA/ LX7100SA, priced at 349 pounds/ 499 Euros.

For further information contact the Super Audio CD PR Information Centre at info@superaudio-cd.com or visit us at www.superaudio-cd.com