

NOTHING LOST. EVERYTHING GAINED WHAT IS HIGH RESOLUTION AUDIO?

LET'S START AT THE BEGINNING



Advances in technology and consumer requirement for more portable audio prompted the music industry to move to digital downloads.



Our rush to download files and store more of them on smartphones and tablets requires audio files to be compressed. Compressing these files 'throws out' some of the original data and you are left with an inferior audio format (lossy).



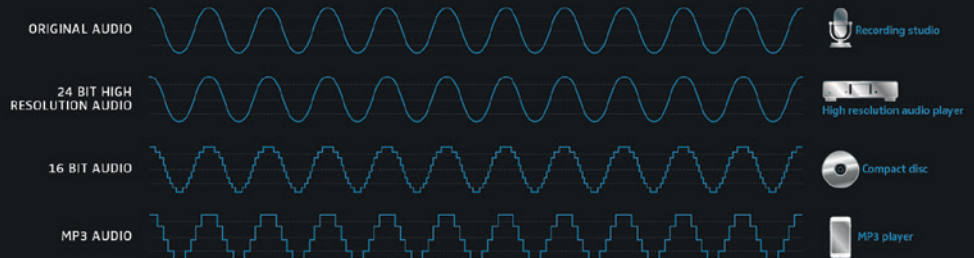
COMMON **LOSSY**
AUDIO FORMATS



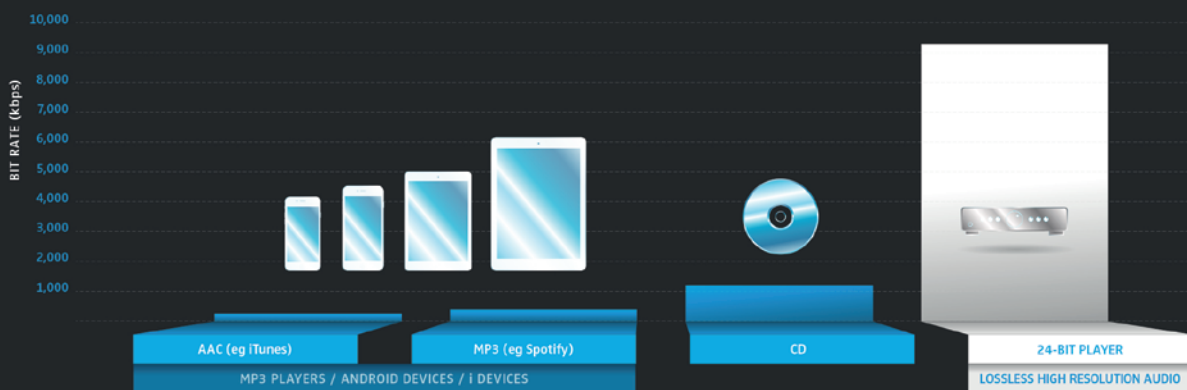
COMMON **LOSSLESS**
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WHAT IS BIT RATE?

The number of bits or the amount of data per second that can be transmitted along a digital network. Therefore, the higher the bit rate the more original information transmitted from source to your ear.



THE HIGHER BIT RATE, THE BETTER THE SOUND QUALITY, THE BETTER THE LISTENING EXPERIENCE



HOW TO LISTEN TO YOUR MUSIC

To enjoy high resolution audio, it's important to ensure an end-to-end solution that doesn't lose audio quality from software through to hardware.



THE MUSIC

Download or stream a high resolution audio file.
WAV FLAC ALAC



THE PLAYER

Play your file through a high resolution audio setup.



THE EXPERIENCE

Listen to your file through Sennheiser's high resolution headphones.