

## Autonomic Adds Murfie Integration, Another Source of High-Resolution Content for Mirage Music Players

***Murfie stores and converts physical media such as CDs and LPs for lossless and high-resolution streaming***

**Armonk, NY. July 7, 2015** – Autonomic, makers of the finest whole-house music systems, has announced today their newest software version 5.2 including an array of performance enhancements and new features such as the addition of Murfie to their list of streaming services.

Murfie is an online music marketplace with a vast collection of CDs. Murfie customers can send their physical media to the company's headquarters, where it is digitized and stored in the cloud to be effortlessly streamed on the Mirage Music Player or on the user's Apple or Android devices. A new Murfie account that is activated through an Autonomic dealer will be eligible to receive one complimentary year of Murfie HiFi, which includes lossless and hi-resolution streaming—a \$99 value.

Murfie customers can view, manage and stream their CD collection using the Mirage Music Player to be enjoyed in 16-bit / 44 kHz lossless quality throughout the home. Additionally, Murfie rips vinyl to high-resolution 24-bit / 192 kHz FLAC that can either be streamed from the cloud using the Mirage Music Player or downloaded by the user and added to their personal collection of high-resolution digital music.

"Bringing the Murfie service to our customers is perfectly aligned with our brand emphasis on superior audio quality and high-resolution playback," stated Autonomic CEO Michael de Nigris. "Now users have a resource to transfer their CD and LP collections at the highest possible resolution to the cloud and enjoy that content on their Mirage Audio System throughout the home."

The Mirage Music Players MMS-2A and MMS-5A give users access to purchase music from Murfie's online marketplace of over 160,000 CDs from a variety of genres easily located by searching for album or artist. Content can be downloaded in MP3, FLAC, Apple Lossless, or AAC formats and then added to custom playlists to be enjoyed throughout the home. "Murfie is excited about the integration of our service with the Autonomic platform," explained Matt Younkle, Murfie CEO. "With the Murfie Autonomic partnership, customers now have the convenience of cloud access to their CD and LP collections without compromises to audio quality."

Autonomic and Murfie have teamed up to create a revenue opportunity for integrators, offering dealer pricing on services such as the conversion of physical media to the cloud. Dealer demo accounts enable integrators to experience the Murfie service and UI, and a Showroom Dealer Program will provide dealers with a fully functioning Murfie account for their Mirage Music Player on display. "We are always looking for ways to enhance our dealer programs with opportunities for integrators—and the Showroom Dealer Program that we have created with Murfie can supplement revenues while elevating the user experience," de Nigris stated.

Murfie will be available in an upcoming firmware release enabling dealers to update all Mirage Music Players in the field via the Autonomic Dealer Zone.

**[ARTWORK HERE](#)**

*Autonomic Controls, Inc. ([www.autonomic-controls.com](http://www.autonomic-controls.com)) introduced the world's first cloud-based media server, making audio and video consumption more reliable, easy and fulfilling. Exclusively engineered for control system integration, Autonomic products*

*have become the standard for converging content for multi-room distribution from the most popular sources, such as iTunes, Windows Media, PANDORA® internet radio, Rhapsody®, TuneIn Radio, SiriusXM Internet Radio, Slacker, Napster, TIDAL, Murfie, Deezer and Spotify.*

*Murfie's platform allows for ownership of music in the cloud. The company's unique process enables customers to stream their physical music CDs and vinyl conveniently from the cloud to browsers, mobile devices and wifi connected home stereo systems, at up to lossless and hi-res quality. Murfie customers can also download their music in FLAC, ALAC, mp3 and aac, and instantly add new and used music to their cloud collection from the Murfie marketplace.*

• Converge with a higher standard.