

The logo for AIXI RECORDS, with 'AIXI' in red and 'RECORDS' in black, followed by a registered trademark symbol.

AIXI RECORDS[®]

The Future of Music: Personalized Music Delivery

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AIX Records and iTrax.com

The logo for AIXI RECORDS features the word "AIXI" in a bold, red, sans-serif font, followed by "RECORDS" in a bold, black, sans-serif font. A registered trademark symbol (®) is positioned to the upper right of the word "RECORDS".

AIXI RECORDS®

Founding in 2000 as first HD record label

HD-Audio Production/Distribution

What is high definition or HD-Audio?

Physical Media vs. Digital Downloads

REAL
HD-AUDIO



What is high definition or HD-Audio?

Agreeing on terms and definitions

Fidelity established at the time of source recording

Provenance of the production chain

Transparency in marketing

How can you acquire HD-Audio?

Formats

DVD-Audio/DVD-Video

SACD

Blu-ray

Digital Downloads

Equipment vs. Content: What Matters?

Recording Production Chain

Mics, studios, digital vs. analog etc

Reproduction Chain

Source formats, processors, amps etc.

Presentation Chain

Home theater, portable, headphones

What Formats Deliver Best Playback?



Analog tape

Vinyl

CD

SACD/DVD-Audio

HD-Audio Sound Files

Personalizing Our Music?



Choices: Offering options

Processing or not?

DSP: Local or in the cloud

Have it your way

The Future of Music Reproduction?



Personalization vs. one size fits all

Surround vs. stereo

Home/Auto vs. Portable

Speakers vs. Headphones

Summary



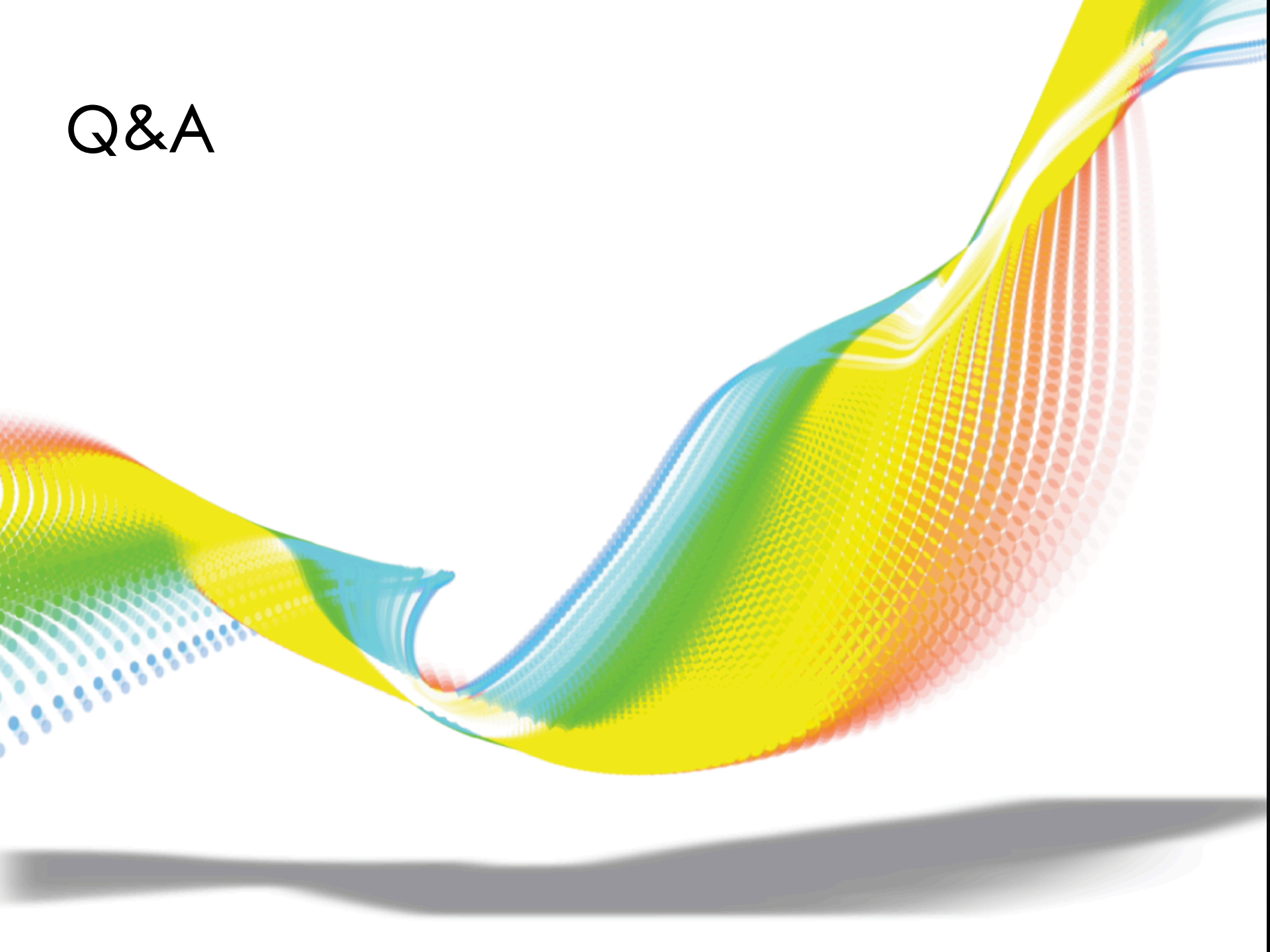
Initiatives are being started

Technologies are becoming available

Better music reproduction is available

Dramatically better sound is possible

Q&A



Thanks

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