



## STREAM TIDAL MASTERS EVERYWHERE: IPHONE NOW SUPPORTS MQA

**New York/London, 11 March 2019:** TIDAL, in partnership with MQA, has announced that Master quality tracks are now available via iPhone devices, continuing to optimise the smartphone listening experience and deliver guaranteed master quality recordings direct from the source. The eagerly awaited update to TIDAL's iOS app follows the recent Android news announced at CES in January.

With TIDAL Masters playback now accessible on iPhones and Android smartphones, as well as desktop and connected devices, you can experience studio quality sound wherever you choose to listen. Using a process called 'music origami', MQA's award-winning technology folds master files into smaller files that can be streamed on the go. The MQA decoder in the app recovers all the direct music-related information and also authenticates the source of the original master recording.

Mike Jbara, MQA CEO, commented, *"From our ongoing work with engineers and artists, we know the importance creators place on delivering the original sound they created all the way to the music fan. Through our global partnership with TIDAL, this becomes a reality wherever you're enjoying your music."*

Lior Tibon, TIDAL COO, said, *"Bringing music to life, just as the artist intended, is a core value of the TIDAL platform and we couldn't be more excited to finally bring master quality music to both major mobile operating systems."*

MQA has partnerships with all three major record labels, as well as with Merlin, representing the independent label community, and the TIDAL Masters catalogue continues to grow rapidly, covering new releases and catalogue recordings.

TIDAL members can learn more about Master quality audio on [TIDAL.com/Masters](https://tidal.com/Masters)

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### **About TIDAL**

TIDAL is an artist-owned global music and entertainment platform that brings artists and fans closer together through unique original content and exclusive events.

Available in 53 countries, the streaming service has more than 60 million songs and 250,000 high quality videos in its catalog along with original video series, podcasts, thousands of expertly curated playlists and artist discovery via TIDAL Rising. With the commitment of its

owners to create a more sustainable model for the music industry, TIDAL is available in premium and HiFi tiers—which includes Master Quality Authenticated (MQA) recordings.

In the US, Sprint customers with the Unlimited Plus plan are able to access a “free-forever” TIDAL membership. For more information, please visit [www.tidal.com](http://www.tidal.com).

### **About MQA**

Using pioneering scientific research into how people hear, the MQA team has created a technology that captures the sound of the original studio performance. The master MQA file is fully authenticated and is small enough to stream or download, while also being backward compatible, so you can play MQA music on any device. MQA’s award-winning technology is licensed by labels, music services and hardware manufacturers worldwide and is certified by the RIAA. MQA is a UK-based private company.

For more information visit [www.mqa.co.uk](http://www.mqa.co.uk)

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Press site: [www.mqa.co.uk/press](http://www.mqa.co.uk/press)

### **For TIDAL**

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