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# VOCO and Murfie Collaborate For Lossless Music Streaming

**MINNETONKA, Minn., Aug. 8, 2013 /PRNewswire/** -- NAVVO, creators of VOCO, which allows music and video streaming in any room using the power of your voice; and Murfie, the planet's largest online CD marketplace, have formed a strategic relationship focused on providing music lovers the highest quality music streaming experience available.

Murfie offers its customers storage and online access to their physical CD collections, allowing members to buy, sell, trade, stream, and download both new and used CDs. The VOCO product line offers voice controlled, multi-room streaming of audio and video. The VOCO Controller App on iOS and Android devices uses voice and touch user interface to manage content from multiple sources across multiple VOCO playback devices.

The collaboration marks the launch of 'Murfie HiFi' premium service—the first ever service to provide lossless streaming playback online, for \$99 a year. At \$1/disc, members can send Murfie their CDs to be ripped into Free Lossless Audio Codec (FLAC) format and added to the owner's personal locker in the cloud. VOCO offers the only wireless streaming devices that have the capabilities to deliver the HiFi sound of lossless files. VOCO owners can access their Murfie account from any tablet or smartphone with the VOCO App.

During the launch, VOCO customers will receive 'Murfie HiFi' service free for three months. In addition, VOCO and Murfie are hosting the 'Creative Cover Caption Contest' to give away 12 prizes including VOCO players and Murfie services. Contest details: <http://murf.me/voco-cccc>.

"VOCO's mission has always been to provide a top notch music experience, and a partnership with an industry innovator like Murfie furthers that mission," says CEO/Founder of NAVVO, Wade Fenn. "Murfie provides an unprecedented service that couples seamlessly with our technology. Streamed music has never sounded better!"

"Murfie now warehouses nearly 500,000 CDs, all owned by our members. Each disc has been streamable over the Internet at 320kbps with 'Murfie Gold', but only now, with VOCO's exceptional hardware, can our members stream their CDs losslessly - in the full

fidelity the artists and engineers intended," echoes Murfie CEO Matt Younkle. "I'm finally able to listen to my entire CD collection from the cloud with zero compromises in music quality."

### **About NAVVO:**

Founded in 2004, NAVVO created VOCO ([myvoco.com](http://myvoco.com)), the world's first voice controlled wireless media system. VOCO makes music and video easier to access, manage, and play using their Voice and Touch features for search and retrieval of content. Offering a free Android® or Apple® APP, VOCO allows users to ask for music or videos, and stream them throughout the home.

### **About Murfie**

Founded in 2010 and launched to the public in May 2011, Murfie Inc. ([www.murfie.com](http://www.murfie.com)) is the world's largest CD marketplace that provides consumers with unparalleled access to and ownership of their music collection in both physical and digital formats. It is a one-stop, highly addictive shop for storing, streaming, downloading, buying, selling, and trading music online and from a variety of mobile and home audio devices.