



**Excited about  
Connectivity?**

We have <sup>the</sup>  
**KNOWLEDGE**  
on **Wireless**  
**Streaming!**



**richerSOUNDS**  
BIGGEST BRANDS, BEST PRICES, EXPERT ADVICE!

# Wireless Streaming

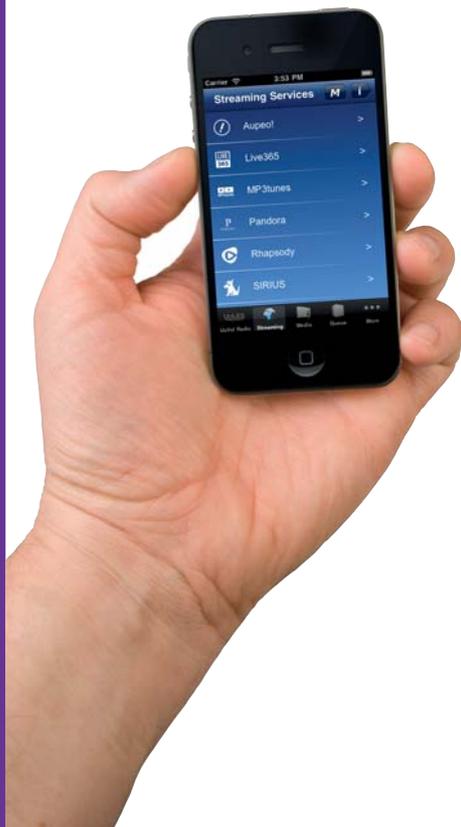
Enjoy your music and movies in every room, effortlessly.

It feels good to be in control. The latest in wireless streaming technology means you can take control of music, movies and more, wherever you are in your home.

Music can follow you from room to room and movies from the internet can be beamed to your TV, all controlled from your smartphone or tablet.

Don't worry if you don't have a big collection of your own, great value online services now offer you unlimited access to huge amounts of movies, TV shows and music.

The future is coming to your home – right now.



With wireless technology, multimedia in the home couldn't be easier. You've probably already got wi-fi in your home, so you're halfway there. Building a wireless system that streams movies and music around your home can be done in stages, to fit your needs and budget. As it's wireless, there's no drilling holes through walls or running cables everywhere.

It gets even easier when you talk to our in-store specialists. We're here to help you build the right wireless system for you, we're here to talk you through the jargon and we've got the expertise to help you choose the right products for your home, your needs and your lifestyle.

**Want to know more about your new wireless home? Read on...**

# Why Everyone is Going Digital

Just as CDs took over from tapes in the 1980s, digital files - music, movies and pictures – are taking over from discs. This time, the switch isn't just for quality, but convenience.

Digital file formats are incredibly popular because they're so easy to use and share. Many tracks are also available in studio quality 24bit versions too.

## Smaller

Digital files can be stored online or in your pocket, with thousands of files fitting on a smartphone's drive or a memory card the size of a postage stamp. That means they're easier to find, easier to access and easier to carry.

## Streamed

Broadband and wi-fi means, with the right kit from us, you can listen to and watch whatever you want, whenever you want. No more hunting through a collection of discs to find what you're after, no more being stuck in front of the computer or in the living room – your media follows you around the house and is available at the touch of a button.

## No filler

Forget the fast-forward button! With digital music, it's easier to only listen to the tracks you like. Download from the internet and simply grab your favourite tunes rather than the whole album.



**“We hope this brochure helps to answer your questions. If there’s anything else you need to know, ask one of our colleagues in-store, give us a call or visit us online at [www.richersounds.com!](http://www.richersounds.com!)”**

Pete - London Bridge Store

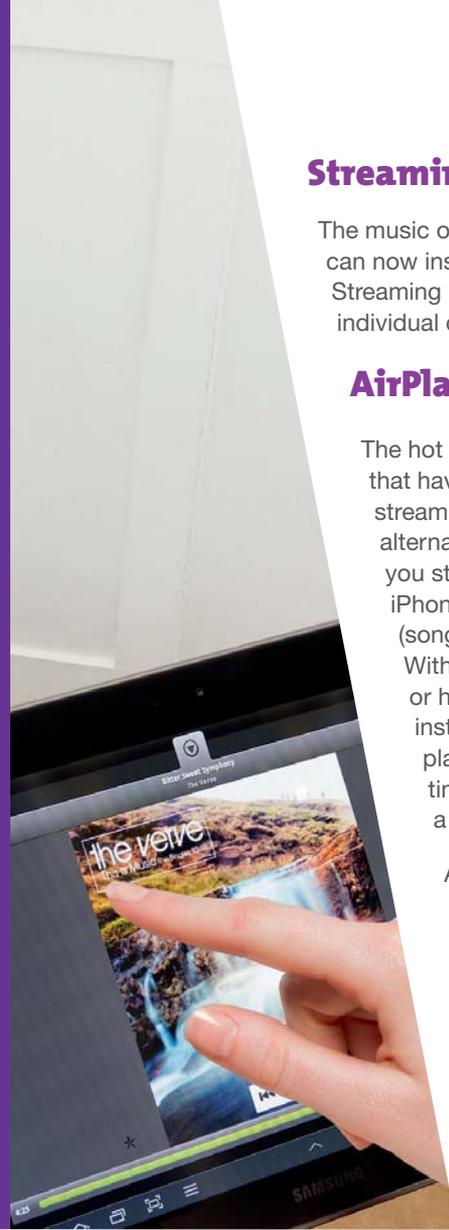


# What Wi-Fi Adds...

If you've got digital media files and wi-fi already, you can access a whole new media wonderland.

You can stream media from room to room – radio goes from computer to hi-fi, movies from laptop to telly, music from smartphone to lounge even! And because the technology is modular and wireless, it's easy to install, easy to use and easy to add new features as you go along.

Here's a taster of just some of the stuff you can do when you start streaming media over wi-fi...



## Streaming music

The music on your computer, smartphone or tablet can now instantly appear on your living room hi-fi. Streaming means digital files don't need to be stuck on individual devices, but can go anywhere, wirelessly.

## AirPlay

The hot new tech trend is amplifiers and other kit that have Apple AirPlay built-in, for easy wireless streaming from Apple devices. AirPlay is an alternative to a network-enabled amp and lets you stream tracks from iTunes or your iPod Touch, iPhone or iPad – complete with full details (song, artist and album name) and artwork. With multiple AirPlay-connected wireless amps or hi-fis around the house, you also have an instant, wireless multi-room system that can play the same song everywhere, at the same time, when controlled from iTunes running on a PC or Mac.

An Apple TV box also allows you to stream photos, videos and even games from your Apple device onto the big screen.

However, although it's elegant and offers decent audio and video quality, AirPlay is tied into Apple's ecosystem, so users of Android, Windows Phone and Blackberry will have to look elsewhere. Thankfully, many alternatives are available.

**“Got wi-fi? Got an iPod, iPhone, iPad? Got a Sony Playstation or Microsoft Xbox? Then you're most of the way to having a wireless entertainment system.”**



Andre -  
Brighton  
Store





“With so many exciting and varied ways to stream your favourite music it’s more important than ever to have the various options available demonstrated to you so you can make the right choice. Take advantage of me and my colleagues and the specialist advice we are able to give!”



Chris -  
Manchester Store

## Bluetooth

If you store lots of music on your phone, computer or tablet, regardless of what brand it is, consider purchasing an audio system with the ability to stream via Bluetooth.

This method of streaming directly from one device to another is catching on fast due to its simplicity, effectiveness and low cost. And it doesn't even require wi-fi to work.

Add-on Bluetooth receivers are also available to connect to existing audio equipment with an Aux input. To learn more ask for a demonstration in-store - in under a minute we will be able to show you just how easy it is to stream your favourite music via Bluetooth.

## Network music players

A network music player is a stand-alone unit that connects to your existing hi-fi bringing your computer's music collection to the living room over your home wi-fi network and receivers. Examples of these are the Sonos Connect, which is popular and flexible, and the Cambridge Audio Stream Magic range which has won award after award for its stunning better-than-CD 24bit studio quality performance and app control.

## Network amps

New AV receivers and compact hi-fi systems from most leading brands combine high quality audio with built-in music streaming.

## DACs

Standalone digital-to-analogue converters (DACs) like the Cambridge Audio DacMagic Plus and Arcam rDAC slot next to your existing hi-fi, squeezing maximum sound quality from any digital source. This could be a television, a PC or Mac, a network audio player or even the now humble CD player. Digital files played via a quality standalone DAC achieve superior levels of detail compared to cheap \$1 DAC chips built into most digital kit, much like a modern HD TV has a much better picture than an old cathode ray tube set.

# Internet Radio

Virtually every radio station in the world broadcasts over the internet as well as via their normal FM/AM/DAB transmission. For this reason, internet radio is rapidly increasing in popularity especially with those listening to their favourite local station.

In addition to the stations you know and love you can now tune in to web broadcasts of stations from all over the world, plus thousands of specialist internet-only stations.

And all you need is wi-fi, a broadband connection and the right radio...

## Key kit:

### A Wi-Fi Internet Radio

Standalone devices such as wi-fi connected radios connect to your broadband router and deliver internet radio stations through their own speaker. Or you can plug them into your hi-fi as an external source.

### A Network Client

The vast majority of network amps and music players, including Sonos, have internet radio built-in. Cambridge Audio's Stream Magic service will even help you pick out which radio stations stream higher quality audio (at a higher bitrate).

### Smartphone/Tablet Apps

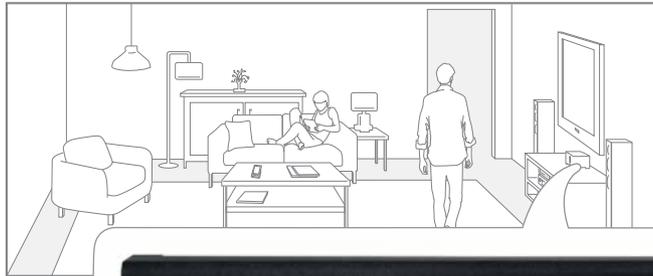
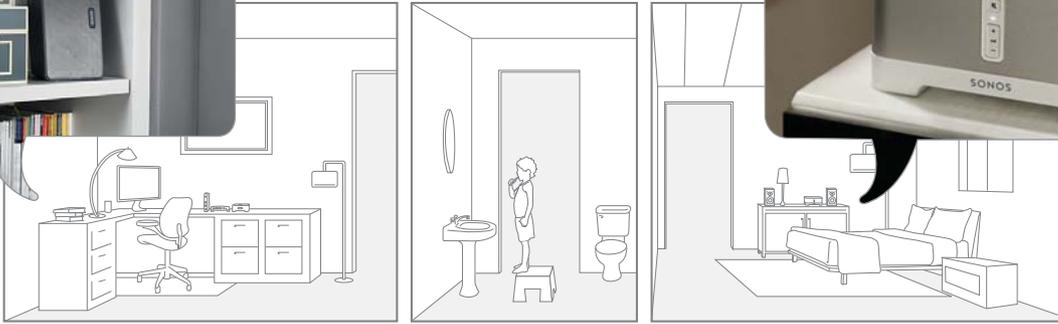
With the ability to connect your phone or tablet to your hi-fi system using Bluetooth or Airplay you can also use an app on these devices to receive radio stations over the internet. It's surprisingly easy - let us show you how - just ask any of our team.



**“Depending on how good your wi-fi connection is, or how thick your walls are, you might need to update your router from the freebie supplied by your internet service provider. Ask us for our advice to ensure your wireless streaming is rock solid.”**

Tim - Plymouth Store





## Multi-room Music

Now your music can follow you around your home – from living room, to bedroom, to kitchen. Or, if you're having a party, why not get every stereo in the house playing the same song at the same time?

A multi-room music system means you can listen to your music anywhere and everywhere, streaming from a central source (your computer, hi-fi or a hard drive) to hi-fis and stereos in every room, wirelessly, simultaneously, while family members in other rooms around the house can still listen to different music if they prefer.

Because multi-room systems are now wireless, they're affordable, easy to install and, unlike a traditional wired system, can be taken with you when you move house.

### Key kit: **Server**

A server is basically something that stores your media. This could simply be your laptop, or a NAS drive which connects to your router. DLNA certification ensures compatibility between servers and players, but it needn't be baffling; get in touch and we can easily explain your options.

### Multi-room players

So how do you access the music on a server? In each room you want to fill with sound, you can either install a gadget that plugs into an existing stereo (such as a Sonos Connect or a network music player like the Cambridge Audio NP30) or a standalone unit with its own built-in speakers (like the Sonos Play:3 and Play:5). Or you can play music directly from your smartphone, tablet or laptop via AirPlay or Bluetooth with systems like Cambridge Audio's Minx Air 100 and 200.

# Streaming Media Services

Streaming media services have exploded in popularity in recent years and let you choose from an incredible catalogue as well as allowing you to listen to friends' recommendations and other users' playlists, delivered wirelessly to your living room, or any room for that matter.

## Streaming music services and websites

Create your very own internet radio station with sites like Spotify, Last.fm and Napster. These let you compile playlists from favourite artists or listen to friends' and other users' choices. You can pick from millions of tracks, albums, artists and playlists stored online, or create a personalised radio station based on a favourite artist, song or genre. Spotify's premium service (£10 a month) offers higher sound quality than most of the competition.

Music streaming services generally stream MP3-quality audio – and some are entirely free or ad-supported.

## Network music players

Units like the Cambridge Audio Stream Magic 6 and multi-room devices from Sonos, can sign in to streaming music services and play the results straight through your speakers. Type in a favourite artist, or listen to a friend's playlist in your living room without needing to boot up your computer.



last.fm

Spotify



# Movies & TV over Wi-Fi

It's not just music that can easily go wireless - you can watch downloaded movies, TV and video clips from sites like YouTube beamed to the living room telly. Media streamers and Smart TVs let you enjoy movies and photos, whether online or stored on your computer, smartphone or tablet, on the big screen and in high definition.

## Key kit: Media streamer

These stream video (often high definition) from your devices or straight from the internet to your TV, effectively turning your television into a Smart TV. Most are DLNA certified, making sure they can "see" media stored on your computer, smartphone or tablet. Some, such as the popular Apple TV (pictured left) have screen mirroring modes allowing you to see what's on your smartphone or tablet on the big screen.



## Video-on-Demand (VOD) services

Netflix and LOVEFiLM allow you to watch unlimited movies and TV on demand for a monthly subscription fee. Pay-per-view services, which tend to have more new release movies, such as Blinkbox are available too. There are also TV catch-up services such as BBC iPlayer and 4oD which allow you to watch recent TV broadcasts you missed.

## Smart TV

Tellies are getting as smart as PCs. Internet-connected TVs now on the market use widgets or apps to run popular internet sites, including Facebook and Twitter, from the comfort of your sofa, as well as putting video services like LOVEFiLM and BBC iPlayer on your TV where they belong.

**"Still not sure? Come on down and let us show you how much fun wireless streaming can be in one of our dedicated demonstration rooms."**

Anca - Watford Store



# Keep Control

With the latest in simple wireless technology you can stay on top of your media wherever you are at home. One simple remote, or even your smartphone or tablet, can control all your kit and all your media. It can even do it as you move from one room to the next.

## Smartphone remote apps

More and more devices now have control apps available for smartphones and tablets. These are usually free and nearly always offer full control over your device. Chances are, whether it's a TV, Blu-ray player, AV receiver or network audio player, if it can connect to your network, you can control it from your Apple or Android smartphone.

## Key kit: Universal remote

Control all your devices with one remote (such as those in the Logitech Harmony range). RF or wi-fi remotes will even send signals through walls to other rooms.



# Accessories

A few ideas to complement your wireless home...

## Games consoles

The Sony PlayStation, Microsoft Xbox and Nintendo Wii U all have media streaming capabilities. Bear in mind they're designed mainly for games though and there may be a better way to achieve a particular multimedia goal! For more advice on making the most of your console, speak to one of our knowledgeable team.

## Surge protectors

Protect your precious equipment from mains voltage spikes. A surge protector will keep your kit safe and ensure maximum shielding to stop your power supply interfering with audio and video quality.

## NAS drives

Digital music and movie files available over wi-fi, even while your computer's switched off? That's the beauty of the standalone NAS (network-attached storage) drive. Plus it saves clogging up your main computer's hard drive or slowing it down with network traffic.

## Interconnects and cables

Even with a wireless system, wires matter. Interference reduces the quality of your audio and video. Let us help you find the right cables to make sure your system has the best quality sound and picture.

## AV furniture

We can help you cut out unwanted vibration and show off your technology to its stylish best with our range of audio-visual (AV) stands and furniture.



## Headphones

With music all round the house, there are times you want some peace and quiet. Get the ideal mix of noise isolation and audio quality from our wide range of headphones, including, of course, wireless ones!



# Jargon Buster

## AirPlay

Apple's wireless system that talks to iTunes, the iPod Touch, iPhone and iPad. An AirPlay-compatible gadget can not only receive streamed music, but will also grab song, artist, album names and artwork. A group of AirPlay hi-fis and connected speakers can be controlled from iTunes to play music simultaneously across your house.

## aptX

A system for getting better audio quality through Bluetooth. Supported by many higher-end smartphones.

## Bitrate

The level of quality of a digital file. The higher the bitrate, the better the audio/video quality (because less detail has been lost in compressing the file), but the more space the file will take up.

## Bluetooth

Bluetooth is a point-to-point wireless transmission system for sending audio and data. Bluetooth gadgets (including speakers) can typically talk to each other wirelessly from up to 10 metres.

## MP3

The main standard for digital music files. Download MP3s from internet music stores or rip CD albums into MP3 files using programs like iTunes. Most wireless streaming devices happily play not just MP3s but other popular formats like AAC, WMA and FLAC.

## Lossless audio

FLAC and WAV give you CD-or-better quality audio, but the files take up more room than standard MP3s, which are compressed to keep file size down.

## Wi-fi

Chances are you've got broadband internet and a wireless router at home already. From there it's easy to add other wi-fi kit to the mix. If you're having problems with range or the wireless signal dropping out, it might be time to upgrade your router. As a rough guide, dual-band routers usually offer the best speed and range.

## UPnP & DLNA

Universal Plug n Play is the system that makes sure media servers, networked computers, NAS drives and other internet-connected gear automatically recognise and talk to each other.

DLNA is a more standardised version of UPnP. It does the same job - making sure that where your media is stored and what you want to play it on recognise each other. Companies tend to prefer to use the DLNA logo on their products, so keep an eye out for it if you want to stream media from your computer or NAS drive.

## Codec

This refers to different file types. MP3 is probably the most well-known example of a codec. Devices will list which they're compatible with, but incompatible files aren't often a problem in this day and age. Our colleagues can help if you're unsure.

## 802.11g/n

These numbers are the technical term for wi-fi. If you ever come across this, the bit you need to pay attention to is the letter, which tells you the speed and range of the network - 'n' is the highest, followed by 'g'. Sometimes these are referred to simply as "wireless n" or "wireless g".

## Miracast

This exciting new tech lets you wirelessly stream photos and videos - or even Angry Birds - from your compatible smartphone or tablet to your TV screen.

**Thanks for reading!  
If you're unsure how  
wireless streaming  
will fit into your home,  
pop into any of  
our stores to find out.**

**Or, if you're already here,  
grab one of our colleagues  
and be amazed today!**

# Why Richer Sounds?

At Richer Sounds we have a proud history of over 30 years selling hi-fi equipment to our music-loving customers. We're passionate about sound and proud to be known for our expertise and enthusiasm at choosing and setting up the best value hi-fi systems, regardless of price. Come in to see us and we'll tailor-make a system for you, to suit your needs, your room, your music taste and your budget.

## We Have The Knowledge!

All of our sales assistants spend a minimum of 5 hours per week undergoing extensive product training. This allows us to deliver the most up-to-date advice on TV, hi-fi, home cinema and wireless gear. Our ongoing staff education program, coupled with our passion for technology means that we are perfectly placed to help you find your ideal streaming system. Plus, our wide range of models from the biggest brands means that we have the right kit for everyone's needs.

## Lowest Prices Guaranteed

We'll beat any genuine advertised price, voucher offer, system deal, online and in-store, and we'll give you up to £100!

We're confident that our prices are amongst the very keenest out there, so we've made it as easy as pie to qualify for our Price Beat. Our Price Beat is even valid for 7 days after purchase.

## Installation

If you fancy a multi-room system or home theatre, our home installation team can take care of everything. We will also arrange a home visit to better understand your situation and to talk through your needs and aims.

## Demonstrations

Demo rooms let you hear our great collection of demo music (and our hi-fis!) in a relaxed environment.

## Expert Advice

We're experts at building hi-fi and home cinema systems and carry a wide range – so we can make sure you get a system that works together perfectly.

## Product Compatibility

We'll think about the bigger picture so you don't have to - our knowledgeable team will make sure you have all the right equipment.

**Come in and let us help bring your media to life!**

