

NATIV

Nativ Vita™ high-resolution music player now supports TIDAL Masters.

New software update opens access to TIDAL's amazing collection of Master Quality Authenticated (MQA) music.

Hong Kong— February 20th, 2019—Nativ™ today announced a new software update with TIDAL Masters support for its popular Vita™ high-resolution music player. Owners of the Nativ™ Vita with a TIDAL HiFi subscription can now enjoy the growing collection of MQA music within the TIDAL Masters section. The new feature is available both through the Vita's beautiful user interface and Nativ's Roon integration.

"We are so excited to offer our customers a seamless integration with TIDAL." says Michael Li, CEO and Co-Founder of Nativ. "TIDAL and Nativ are both aligned in their quest to bring music lovers around the world closer to their music, and combining TIDAL's outstanding library of high-fidelity music with the revolutionary MQA technology and Nativ's pristine audio reproduction capabilities will go a long way to achieve this goal."

"As a leader in high fidelity music streaming, TIDAL is the perfect match for Nativ," says Lior Tibon, TIDAL COO. "Nativ's beautiful touchscreen interface and audiophile-grade technology will allow customers to take full advantage of our extensive TIDAL Masters catalog."

Nativ Vita™ is a new high-resolution music player that allows music enthusiasts simple access to all the world's music through its revolutionary 11.6" touchscreen interface. It supports a wide range of cutting-edge wireless streaming technologies such as Bluetooth aptX®, Apple Airplay, Google Cast, Spotify Connect and WiFi 802.11ac to seamlessly play music from your computer, smartphone or music services, or stream music to your favorite wireless speakers. Via the built-in HDMI or Google Cast technology Nativ Vita™ also plays stunning music videos on your TV.

Designed as a true high-resolution music player Nativ Vita™ comes with up to 10TB of local music storage, delivering audiophiles a perfect experience of high-resolution music content with rates up to Quad-DSD (DSD256), DXD and PCM 32-bit/384kHz. Connect Nativ Vita™ to Nativ Wave™—a fully balanced DAC and headphone amplifier—to convert all digital music to beautiful sound, which is on par with the world's best audiophile components.

Pricing & Availability

Nativ Vita™ starts at a retail price of US\$1,599 and is available worldwide through a network of authorized resellers, or directly at www.nativsound.com.

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Press Contact

John Gowder

Nativ Sound LLC

John@nativsound.com

Nativ is a nimble and innovative tech startup with a radical new approach to product development. Designed as true audiophile components Nativ products are supercharged with the latest and greatest in technology, and are the world's first to harness the power of the crowd through an open platform. Nativ continuously evolves to reinvent the way we experience music. Find out more at www.nativsound.com.

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