

Bluesound Professional adds Steady Brand



Bluesound Professional today announces the addition of Steady Brand, a business music and branded content service available exclusively through commercial A/V dealers. The addition gives Bluesound Professional dealers another way to bring commercially licensed music into retail, hospitality, and other branded spaces.

Steady Brand is the only content service within the BluOS ecosystem that offers its product through commercial A/V dealers, positioning them with end clients as value-added solutions providers. This allows the dealer an opportunity to build new revenue streams while the end client can create branded experiences with risk-free commercially licensed music.

When paired with Bluesound Professional's purpose-built streamers, streaming amplifiers and networked speakers, dealers can work with the end client to create a multitude of audio experiences for applications ranging from a single zone to complex multi-zone retail and hospitality environments.

The integration is designed to help Bluesound Professional partners and customers:

- Access Steady Brand's commercially licensed business music service natively through Bluesound Professional's premium audio solutions.
- Match music more closely to a location, audience or brand through playlist selection across a variety of genres and moods.
- Provide commercial A/V dealer with a way to offer value added service to

their clients and build recurring revenue streams.

"The best commercial audio experiences bring the system and the content together without making either one harder to manage. Adding Steady Brand gives our partners another flexible way to shape the atmosphere of a space." - Graeme Harrison, VP & GM, Bluesound Professional

"Our dealers are always looking for practical ways to create more memorable customer experiences. Bringing Steady Brand to Bluesound Professional connects our music with a scalable audio platform their clients can use across a wide range of commercial spaces." - Greg Spain, VP Dealer Development, Steady Brand

www.bluesoundprofessional.com

www.steadybrand.com