

**PRESS RELEASE**

October 24, 2019

Sony Music Entertainment (Japan) Inc.

**High-Resolution Streaming Service,  
“mora qualitas,” Launches Monday, November 25, 2019  
~Free trials start Thursday, October 24~**

Sony Music Entertainment (Japan) Inc. (Headquarters: Chiyoda-ku, Tokyo; Representative Director; Shunsuke Muramatsu) will launch a music distribution service, “mora qualitas,” focusing on high-quality streaming, on Monday, November 25, 2019. Free trials are offered starting Thursday October 24 through the official the launch of the service on Monday, November 25.

mora qualitas will initially be offered as a PC-based service before being rolled out to smartphones (Android and iOS). Plans are also in place to set up a community providing the next level of experiencing music that only mora qualitas can offer. Development is underway for integration with other hardware such as audio devices and music apps, so stay tuned.



mora  
qualitas

**■ Registration and app now available online**

Initially for PC users, the mora qualitas flat-rate music streaming service (1,980 yen/month plus tax) provides high-resolution audio using lossless compression technology up to 24 bit/96 kHz and CD-quality audio.

The mora qualitas website (<https://mora.qualitas.com/>) has also been redesigned to offer user registration and download of the mora qualitas app.

## ■ Free trials available prior to service launch

Prior to the official service launch on Monday, November 25, free trials are available from Thursday, October 24.

Those continuing to use the service after Monday, November 25 can extend their pre-launch free trial for an additional month with the complimentary one month free period for all new users.

Visit the website (<https://mora.qualitas.com/>) for other information about the service and campaign details.

## [Overview of mora qualitas]

- **Launch date:** Monday, November 25, 2019
- **Pre-launch free trial:** Thursday, October 24, 2019 10:00 am to Sunday, November 24, 2019 11:59 pm
- **Distribution method:** Streaming/Flat-rate monthly subscription
- **Price:** 1,980 yen (plus Tax)
- **Distribution format:** Lossless streaming
- **Quality:** 24 bit/44.1 to 96 kHz / 16 bit/44.1 kHz
- **File format:** FLAC
- **Device:** PC (Windows, Mac)

Future rollout planned for mobile devices including smartphones (Android and iOS).

- **Playback:** Gapless playback and exclusive mode (Windows and Mac) available as well as standard playback.

**“mora qualitas” website:** <https://mora.qualitas.com/>

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\*The “mora” name and logo are registered trademarks of Label Gate Co., Ltd.

\*We reserve the right to change the content of services offered at any time without prior notice.

\*The “mora qualitas” service is only available in Japan (as of October 2019).

**For inquiries on this release**

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<https://www.sme.co.jp/s/SMEen/>