



For Immediate Release

## PIONEER NOW OFFERS SPOTIFY CONNECT: THE NEW WAY TO PLAY AT HOME



**SINGAPORE – 04 September 2013** – Pioneer Electronics AsiaCentre has today announced the integration of a new music solution – Spotify Connect – into a range of home electronic products including Pioneer’s AV receivers from VSX-823 and above, and XW-SMA3 Wi-Fi® wireless speaker. The highly popular music streaming service created Spotify Connect as a simple and seamless solution to bring the Spotify service already available on smart devices into the home.

“Pioneer users will now have even more entertainment choices as Spotify Connect adds another dimension to the existing music streaming services that are already built in to our products,” said Mr Masayoshi Ishikubo, Senior General Manager of Pioneer Electronics AsiaCentre.

Spotify Connect will seamlessly work over Wi-Fi, 3G or LAN, providing continuous playback even if connection type changes half-way through a song. Because the Spotify Connect service is a built-in source<sup>1</sup>, music started on compatible Pioneer speakers or AV receivers through the Spotify app on a mobile device continues to play even when the mobile device is no longer within range. Users have the freedom to move about without having to deal with a mobile device’s limited signal range, dropouts, or incoming phone calls that can disrupt or cut off music playback. And, unlike other wireless music solutions, using the feature does not drain the battery life of the user’s smart device because Spotify Connect transmission is directly on the Pioneer product.

Pioneer’s receivers and wireless speaker combined with Spotify Connect provide listeners with high-quality audio playback and excellent performance anywhere in the home. To simplify connectivity and activate the Spotify Connect feature, users can simply install the updated Spotify app on an iPhone or iPad, touch the Connect icon, and all connected Pioneer devices will

appear in the “Connected Menu.” Playlists from one compatible device can be seamlessly transitioned to another device without interruption.

“Spotify Connect gives you effortless control of your music across your phone, tablet and now Pioneer home audio products with millions of songs built right in,” said Sten Garmark, VP Product management at Spotify. “Spotify Connect ensures your music enjoyment is simple, seamless and hassle free.”

Spotify Connect will be available to Spotify Premium subscribers and launched over the coming months. A firmware update for Pioneer’s line of networked AV receivers and wireless speaker is required for Spotify Connect compatibility. The firmware update will be available on Pioneer’s website.

**Compatible Pioneer products include:**

AV receivers:

- SC-LX87
- SC-LX77
- SC-LX57
- SC-1223
- VSX-1123
- VSX-923
- VSX-823

Wireless speaker system:

- XW-SMA3-K

<sup>1</sup>After installation of the firmware update.

*PIONEER and the Pioneer logo are registered trademarks of Pioneer Corporation.*

*Spotify is a registered trademark of Spotify Ltd.*

*Connect is a trademark of Spotify AB.*

*Wi-Fi is a registered trademark of the Wi-Fi Alliance.*

### **About Spotify**

Spotify is an award-winning digital music service that gives you on-demand access to over 20 million tracks. Our dream is to make all the world's music available instantly to everyone, wherever and whenever they want it. Spotify makes it easier than ever to discover, manage and share music with your friends, while making sure that artists get a fair deal.

Spotify is available in 28 markets: USA, UK, Sweden, Finland, Norway, Denmark, France, Switzerland, Germany, Austria, Belgium, The Netherlands, Spain, Australia, New Zealand, Ireland, Luxembourg, Italy, Portugal, Singapore, Hong Kong, Malaysia, Poland, Estonia, Latvia, Lithuania, Iceland and Mexico, with more than 24 million active users, and over 6 million paying subscribers.

Since its launch in Sweden in 2008, Spotify has driven more than half a billion US dollars to rights holders, and aims to drive another half a billion US dollars to rights holders during 2013. Spotify is already the second biggest source of digital music revenue for labels in Europe (IFPI, 2011) and the biggest and most successful music streaming service of its kind globally. [www.spotify.com](http://www.spotify.com)

### **About Pioneer Electronics AsiaCentre (PAC) Pte. Ltd.**

The regional headquarters of Pioneer Corporation since 1992, PAC's core business covers the audio and video industries with a diversified range of products encompassing DVD-related products, home stereo systems, speakers, car audio visual and DJ equipment. In line with the corporate vision to become a company that works together in 'pursuing innovations one after another', PAC aims to continuously introduce innovative products that will raise entertainment to the level of pure emotion. For more information, please visit [www.pioneer.com.sg](http://www.pioneer.com.sg).

### **Media enquiries:**

#### **Kate Tan**

Marketing and Communications

Pioneer Electronics Asiacentre

T: (65) 6378 7871

E: [katetanxx@pioneer.com.sg](mailto:katetanxx@pioneer.com.sg)

**Cecilia Tan**

Publicist PR

T: (65) 6220 4613

E: [cecilia@publicistpr.com](mailto:cecilia@publicistpr.com)

<https://www.facebook.com/publicistprcomm>

<https://twitter.com/publicistprcomm>