



## Cyrus Audio to Join the BluOS® High-Resolution Multi-room Audio Ecosystem

*Respected British brand, Cyrus Audio, looks to the future by integrating the best-in-class BluOS platform into its award-winning audiophile components*

**JANUARY 18, 2022, TORONTO, CANADA** – Cyrus Audio, the iconic British brand of audiophile electronics and Lenbrook International, the owner and developer of the market-leading BluOS high-resolution multi-room platform, announced a global partnership to bring the BluOS streaming platform into upcoming Cyrus Audio products.

“Music streaming remains complex with the wide variety and rapidly changing list of services and features that are demanded by the modern music consumer. We realised that being part of a well-established and class-leading ecosystem provided the best option for both our customers and dealers to minimise this complexity. As such, we always found ourselves coming back to BluOS. Throughout our conversations, Lenbrook made clear their strong commitment to providing all customers a premium user experience, combined with access to the best of the hi-res music streaming services. That aligns so perfectly with the Cyrus brand values that it became a rather straightforward decision for us,” says Nicholas Clarke, Managing Director of Cyrus Audio. “Our team is naturally excited as we go forward, planning the latest expansion of the Cyrus Audio product range.”

“Our goal with BluOS continues to be being highly selective about the brands we add to the platform since it is so important that the shared ecosystem model be represented by totally like-minded and committed partners,” explains Gordon Simmonds, CEO of Lenbrook International. “Cyrus Audio is one of those well aligned brands that the Lenbrook team has long admired. We’re pleased they have come on board to share our BluOS high res music vision again reaffirming the significant investment we continue to make into this platform.”

BluOS is an award-winning proprietary, but brand-agnostic platform meaning that any BluOS Enabled product connected to the same Wi-Fi network can share music libraries and playlists, regardless of the brand of speaker or audio component. Found in products that range from amplifiers through to powered speakers and rack-mounted installed audio, BluOS Enabled products satisfy a wide range of use cases and applications, making it the most versatile hi-res multi-room streaming audio platform available on the market today.

## **ABOUT CYRUS AUDIO**

Cyrus Audio is an internationally acclaimed, high-end audio brand based in Cambridgeshire, England. The company has been at the forefront of the audio scene for nearly 40 years. Having launched the original Cyrus One amplifier back in 1984, it quickly established itself as a company providing outstanding quality for the most discerning of music-lovers, and it has been designing and manufacturing award winning audio products ever since. Cyrus is proud to be one of the few remaining independent British brands, with their range of integrated amps, CD players, power amps and power supplies continuing to be manufactured in the UK.

Its talented R&D team has been responsible for several industry firsts over the years, and it continues to push technological boundaries in pursuit of bringing a better music experience to its customers. The brand's key focus is on ensuring that the emotional content of the music is captured, which is why listening to music on a Cyrus system is a truly engaging and uplifting experience. Cyrus has also gained a reputation for products that have a stylish, compact design and, because they can be upgraded, provide lifetime value for the customer.

## **ABOUT BLUOS**

BluOS™ is a premium multi-room audio ecosystem that manages stored and cloud music sources and playback, with support for high-resolution audio streams up to 24/192. Adopted by some of the most renowned hifi audio brands and integrated with numerous smarthome and voice control systems, BluOS allows for interoperability among enabled devices across brands for maximum versatility and use cases. Integrations with popular streaming music services like Tidal, Qobuz, Spotify, and Deezer, niche hi-res music services or stations like Neil Young Archives and Radio Paradise, as well as featured support for FLAC, WAV, MQA, and other high resolution formats and codecs, offers BluOS users virtually unlimited access to music of all genres for any occasion. Made up of an operating system and a control application for smart phones, tablets, and PC desktops, BluOS is the ultimate choice for the modern audiophile.

## **ABOUT LENBROOK INTERNATIONAL**

Lenbrook International, a subsidiary of the Lenbrook Group of Companies, is the owner and manufacturer of award-winning brands for home audio and residential install applications. Its full suite of products from NAD Electronics, PSB Speakers, Bluesound wireless multi-room players, and Bluesound Professional commercial audio, are distributed in over 80 countries, while its BluOS hi-res distributed audio platform continues to be adopted by some of the world's leading premium audio brands.

## MEDIA CONTACTS

### *Lenbrook International Contacts*

June Ip  
Marketing, Lenbrook International  
[jip@lenbrook.com](mailto:jip@lenbrook.com)

### *Lenbrook US Media Relations*

Jeff Touzeau  
[jeff@olexcommunications.us](mailto:jeff@olexcommunications.us)

### *Lenbrook UK Media Relations*

Steve Dalton  
[steve@olexcommunications.co.uk](mailto:steve@olexcommunications.co.uk)

### *Cyrus Audio Contacts*

Chris Hutcheson  
Head of Marketing, Cyrus Audio  
[c.hutcheson@cyrusaudio.com](mailto:c.hutcheson@cyrusaudio.com)

### *PR Agency (UK/US)*

Starscream Communications

Richard Melville - CEO

[richard@starscreamcommunications.co.uk](mailto:richard@starscreamcommunications.co.uk)

Dominic Whaler - Account Executive

[dominic@starscreamcommunications.co.uk](mailto:dominic@starscreamcommunications.co.uk)

## LINKS

### *Lenbrook International*

BluOS: <https://bluos.net>

Lenbrook: <https://lenbrook.com>

### *Cyrus Audio*

[www.cyrusaudio.com](http://www.cyrusaudio.com)

###