

## Technics Launches Audio Store

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Following its comeback (via Panasonic) at IFA 2014, Japanese audio brand Technics announces an audio download store offering "tens of thousands" of music files, all in high-resolution formats.



Dubbed Technics Tracks, the online store offers a "comprehensive" selection of 24-bit FLAC tracks, including many in 192kHz quality, as well as an "extensive collection" of 16-bit/44.1kHz CD-quality tracks.

Digital music platform operator 7digital is behind the store, which includes a cloud locker service allowing users to download tracks on multiple devices.

"We understand the uniquely emotionally engaging experiences that listeners crave when playing their favorite tracks and see the remarkable revelations that music lovers have when they experience true hi-resolution music delivered by our new hardware," Technics says. "We're incredibly excited to be driving growth in hi-resolution music availability."

Technics Tracks will be available to customers in Germany and the UK from January 2015, in time for the launch of new Technics hardware.

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