

## **PRESS RELEASE**

### **For Immediate Attention**

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# **IMERGE**

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## **Imerge Announces Pre-Loaded Content Partnership with Universal Music**

**Imerge – the Cambridge-based pioneer of the hard disc media server – is delighted to announce a new partnership with music giant Universal Music to deliver pre-loaded content for its newly launched flagship product, the MediaServer MS1.**

Following the recent launch of the MediaServer MS1, Imerge’s continuing commitment to providing the ultimate entertainment experience for the custom installation sector has been enhanced with the announcement of a partnership with Universal Music UK. The newly formed partnership provides Imerge with the ability to pre-load the MediaServer MS1 and associated XiVASafe storage solutions with content from the vast Universal library.

The pre-loaded content allows the end-user to enjoy the ultimate ‘Imerge Experience’ straight out of the box, with something for everyone in the instantly accessible content. By navigating the new, high-definition graphical user interface, the end-user immediately becomes accustomed to the famed Imerge ‘ease of use’, and will be thrilled at the audiophile and videophile quality that the MS1 provides.

“We have chosen Universal Music to partner with to provide pre-loaded, worldwide-licensed content for the MediaServer MS1,” said David Reynaga, head of future products at Imerge.

“Obviously there is much to be gained from working with the market leader in music based content, but for Imerge, the importance is providing the best musical and cinematic experience for the customer. There is a shared synergy between the two companies, and with our common ideal, the future heralds nothing but good news for the consumer.”

Cameron Wade, CEO of Imerge, added:

“We are delighted to be working with Universal Music. The experience for us is a pleasure, and just re-affirms what we are achieving on a daily basis. We are constantly developing our company and products for the good of our customer, and now thanks to Universal Music, the Imerge experience can be enjoyed immediately. We are looking forward to working further with Universal in the future and can only thank them for the service they have provided us thus far.”

For further information and high-resolution images, please contact Tim Bown at Andy Giles Associates.

## **IMERGE**

Based in Cambridge, England, Imerge is a global leader in hard disk media server technology. The company was formed in 1997 with the specific intention to revolutionise the way we store and use entertainment media; two years later it launched the first-ever dedicated audio server. The company’s current product range includes the world’s best-selling music server, the S3000, together with the MediaServer MS1 and XiVASafe ultra-secure storage system – the most advanced management and archiving solution for high-definition music and movies currently available. In addition to its own server range, the company’s pioneering development of Internet-enabled media management software under its XiVA brand has cemented its status as the leading supplier of OEM server technology to the custom installation and premium AV industry worldwide. Imerge is part of the Nortek Group of Companies.

[www.imerge.co.uk](http://www.imerge.co.uk)



For more information and hi-res images, please contact Tim Bown

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