

**ZENPH SOUND INNOVATIONS AND SONY MASTERWORKS
RELEASE RACHMANINOFF PLAYS RACHMANINOFF ON
iTRAX.COM**

**ZENPH® RE-PERFORMANCES® OF RACHMANINOFF AVAILABLE FOR THE
FIRST TIME IN HIGH-DEFINITION SURROUND SOUND**

RESEARCH TRIANGLE PARK, North Carolina (February 10, 2010) - [Zenph Sound Innovations](#), the software company that transforms recorded music into data describing precisely how musicians perform, today announced the availability of their first recording that's downloadable in high-definition surround sound: *Rachmaninoff Plays Rachmaninoff*, recorded by Sony Masterworks. This HD recording can now be purchased only through [iTrax.com](#), the world's first digital music download service to offer real HD audio in surround sound.

This extraordinary experience features Sergei Rachmaninoff playing five of his own compositions: the Prelude in C-sharp minor; the Etudes Tableaux in C major and E-flat major, Op. 33; "Daisies", and Moment Musical in E-flat minor, Op. 16. It also includes Rachmaninoff's renditions of Kreisler's *Liebesleid* and *Liebesfreud*; Rimsky-Korsakov's *Flight of the Bumblebee*; Mendelssohn's scherzo from *A Midsummer Night's Dream*; Tchaikovsky's *Lullaby*; and Bach's Violin Partita No. 3.

iTrax.com offers the downloadable album in five channels of surround sound, as Sony Masterworks recorded it in Kenan Auditorium at Peace College. The front three channels focus on the Steinway piano; the back two channels fill out the immersive acoustic experience of being in the renowned hall. The downloaded tracks are identical to Sony's masters and are offered with a sampling rate of 88.2 kHz and word length of 24 bits.

According to iTrax founder, Dr. Mark Waldrep, "We are very proud to offer these Zenph re-performances as part of our iTrax library. iTrax is like iTunes for people who care about sound quality and want surround music mixes. Our website lets dedicated audiophiles and surround music fans access music that has actually been recorded, mixed, and mastered in high-definition. iTrax.com brings better-than-CD-quality digital downloads to music lovers for the first time and in five-channel surround sound. We are a perfect match for these exacting recordings from Zenph, which can be more fully appreciated in high-definition audio. We look forward to working with Zenph on many more releases in the future."

Sony's new recordings, made using state-of-the-art technology and methods, offer performances originally recorded by Rachmaninoff between 1921 and 1942. The production team selected and customized an instrument that Rachmaninoff likely played during his lifetime: a 1909 Steinway D concert grand piano. This release lets the listener experience his performances without the hissing or popping that were once considered as much a part of the monaural 78s as the music itself. Zenph's processes eliminate the need for such compromise, returning Rachmaninoff's performances to their original luster.

"With these re-performances, Zenph has made it possible to experience the kind of recording Rachmaninoff would have made had he lived in the era of high-definition audio," said John Q. Walker, Chairman and Founder of Zenph. "Our technology lets listeners today hear clearly what was performed many decades ago, as if they had been in the room with the performer."

The new surround-sound album of re-performances of Rachmaninoff was recorded by Sony Masterworks at the same time they recorded their stereo CD release, which has garnered wide acclaim. *The Absolute Sound* named it their "Recording of the Issue" in December 2009, with "Music: 10, Sound: 10." *Stereophile* editor John Atkinson named it one of his two "Records To Die For" in their February 2010 issue.

Rachmaninoff Plays Rachmaninoff follows the success of Zenph's productions of Glenn Gould's 1955 recording of Bach's *Goldberg Variations* (2007) and Art Tatum's *Piano Starts Here* (2008).

To purchase your copy, visit iTrax.com or follow the link from Zenph.com/Rachmaninoff.

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About Zenph Sound Innovations, Inc.

Zenph Sound Innovations, Inc. creates proprietary software and algorithms that transform recorded music into data describing precisely how musicians perform. From this data, musical performances can become immersive and interactive: recordings can be "re-performed" with astonishing fidelity on today's equipment, and contemporary artists and consumers can gain access to an entirely new set of creative possibilities. By understanding the nuances of an individual musical style as a digital "signature," Zenph's technology enables the re-imagining of the entire music industry. The company's work was named one of the "Best Ideas of the Year" by *The New York Times Magazine* and has received multiple GRAMMY® nominations. For more information, visit www.zenph.com.

About iTrax.com

iTrax.com is the web's first and only high-definition, digital download site to feature multiple presentations of HD tracks in stereo and surround. Launched in November 2008, iTrax.com offers award-winning HD digital downloads from AIX Records, 2L, Harmonia Mundi, Zenph Sound Innovations and independent labels.

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