



HARMAN

An Exclusive HARMAN
Patented Technology

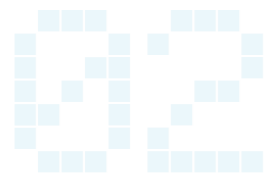


CLARIFITM

by **HARMAN**

Set your music free from digital compression.
AT HOME, IN THE CAR, ON THE GO.





Let's save the music

The way we listen to music, how we treat music is changing music.

Music is the greatest emotional force known to man. Music takes care of us, music gives us a reason to live, music makes us feel alive. Music is the universal translator – sound is the language of music. But only if the sound of music is preserved respectfully can it fully apply its magical touch. We want music to be always there for us. And in the beginning we were constantly striving for the best possible sound. First, we tried to capture music, record it, store it and play it. Tape, vinyl, CD – we were getting good, and we were getting good fast.

A society on the move. As our lives changed, so did our listening habits. Audio became more and more mobile: Walkman, MP3 player, smartphone. First the hardware changed, then the software changed and then music changed – music became compressed. Albums and songs were labeled as files, music was treated like data. And now with Pandora, Spotify, and XM Satellite Radio, streaming music continues this digitized music takeover. And that became the market standard. We listen to music everywhere, whenever and wherever we want to – at home, jogging in the park, on our way to work, especially in the car. We have our entire music collection constantly with us, we have unlimited access to all the music there is – at relatively little cost.

What happens to music when this technology takes over? When “how” we listen becomes more important than what we listen to; when storage capacity, mobility and convenience become more important than sound quality?





Simply better sound

CLARIFI™ is the solution for all types of compressed music files





Today, compressed audio rules: MP3 players, the web, streaming. Around a third of consumers listen to music in their car from MP3 devices or smartphones.

Music is free! Free from physical form, free from complex equipment. But that freedom comes at a price! Some lossy data formats discard up to 90% of the original audio content. Listeners are left with a rather sterile listening experience – music that has lost the pathos of its life, it has no soul, no emotion.

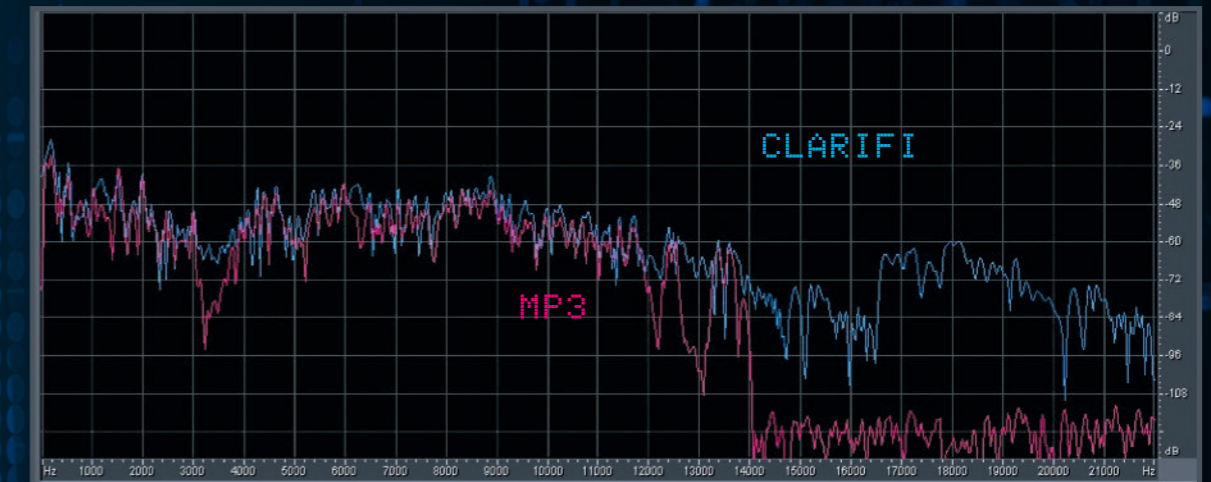
At HARMAN we love music. We believe in first-class music reproduction – which is why HARMAN has created CLARIFI. CLARIFI is a revolutionary application to restore all types of compressed music. CLARIFI analyzes digital audio files in real time during playback and “rebuilds” what was lost in compression.

HARMAN knows how music should sound. With decades of expertise in the field of human auditory perception, spatial acoustics, sound recording and playback technologies, we have created a predicative model that intelligently and accurately recreates the information lost in compression. CLARIFI goes to the root of the problem and deals directly with the corrupt audio signal. There is no signal boosting, no added equalization – a major difference to competing methods and solutions on the market today.

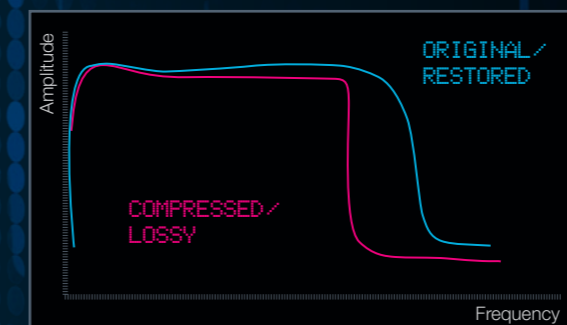
CLARIFI is breathing new life into music! Compression codec issues like unwanted artifacts are removed; smeared audio signals are carefully treated. The CLARIFI experience includes a low & high frequency extension and the elimination of unintended frequency gaps. Dynamic sounds are enhanced, sound stage and focus regain realism; musical depth is restored, transients and natural reverb are reinstated. CLARIFI applies a measured approach and adds up for maximum effectiveness. Recreated realism and improved fidelity give new life to compressed media files; return credibility to the music source.

-  **CLARIFI analyzes the audio signal in real time and corrects waveform deficiencies based on existing audio information and an in-depth knowledge of codecs and psychoacoustics.**
-  **CLARIFI restores what was lost in the compression process.**
-  **CLARIFI's intelligent algorithm scales the amount of restoration it provides based on source bitrate.**
-  **CLARIFI works with all compressed audio formats. MP3, AAC, Radio, Playback or Streaming.**

CLARIFI™ analyzes digital audio files during playback and “rebuilds” what was lost in compression

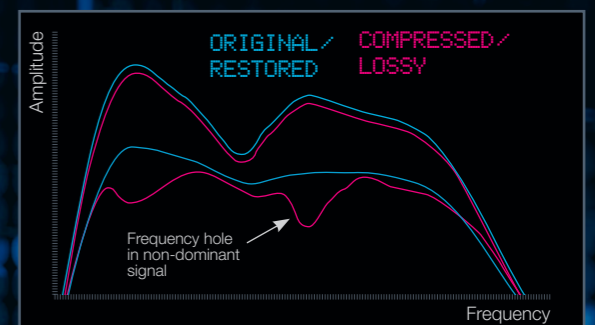


BANDWIDTH EXTENSION



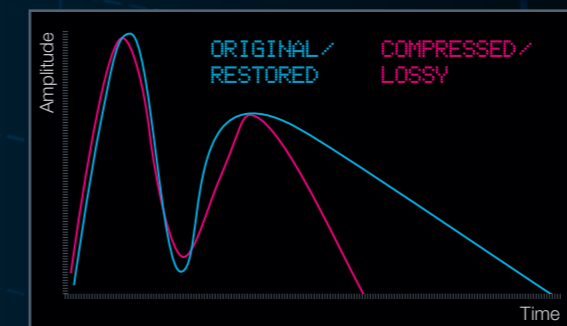
Adds high-frequency bandwidth extension for more clarity and detail.

FREQUENCY FILL



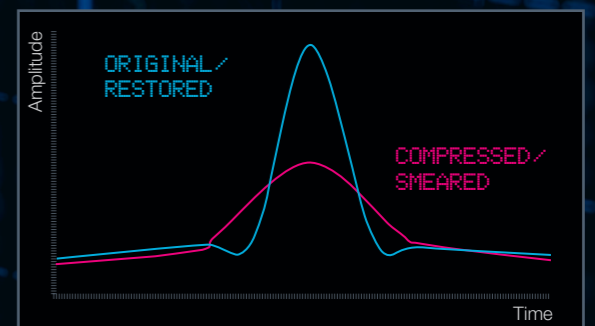
Fills unnatural frequency holes in the non-dominant signals that are caused by compression.

REVERB FILL

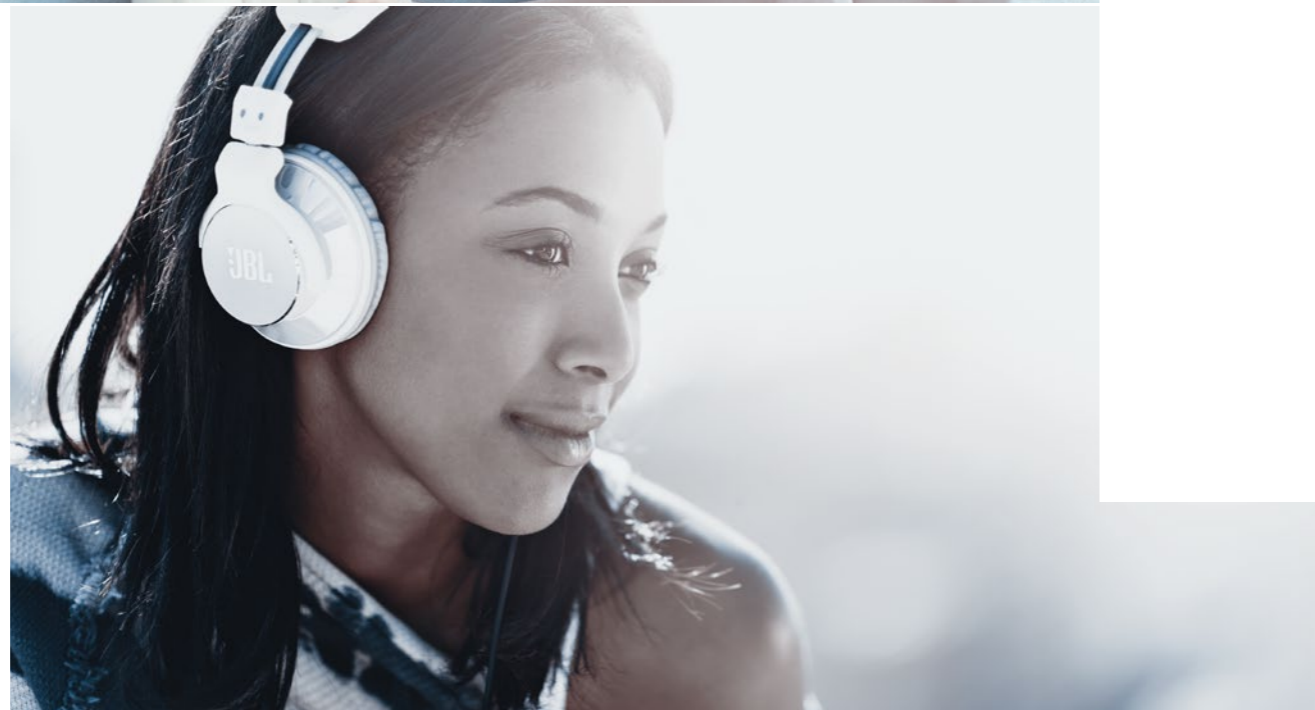
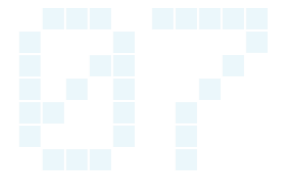
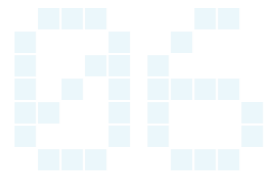


Restores the natural reverb tail for a more natural, smooth and accurate reverb signature.

TRANSIENT ENHANCEMENT



Sharpens the attack and decay of transient signals such as percussion, and restores their original peaky quality.



CLARIFI™ will bring the magic of music back to life

**It's time to
rediscover music –
in the car,
at home
and on the go**

The comeback of complete music! If you hear CLARIFI – you want CLARIFI! For every audio source, for all types of compressed music, in the car, on the go, at home – CLARIFI will bring the magic of music back to life. The time to rediscover music has come. And the time is now!

Finally, you'll be happy to turn on the radio in the car and it just sounds so much more alive. After all, the car is where you listen to music most of

the time. It's about time you started enjoying it again. When you go for a run in the park, you won't believe that your iPod or smartphone could sound so inspiring. Sitting at home, browsing through your music collection, you'll be partying all night long, as you rediscover album after album.

CLARIFI works autonomously but you never forget it's there, because every time you listen to music, it just sounds so much better. Music will be freed from the depression of compression. The drama of music is reinstated; the glory of music is resurrected. Music will become the emotional event it was always meant to be. Once and for all, sound will be the universal language of music again.



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