



DRM-free Trend Benefits AV Music Morpher Gold Users

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DRM-free trend provides the software users with smoother multimedia experience.

PR9.NET January 17, 2008 - CY, Cyprus - "The new DRM-free trend delights AV Music Morpher Gold 4.0 (AV MMG) lovers with smoother multimedia experience," according to the AVnex Ltd. annual year-end report. As more and more major online digital music providers limit the use of Digital Rights Management technologies in their offerings, AV MMG users reported more satisfaction when they apply their own creativity to their tracks with the MMG software.

William Wilson, head of the Customer Service Department at AVnex, shared his findings; "In the case of Music Morpher Gold, about half of the requests for technological assistance we receive are from those who use our software with their DRMed songs. The unfortunate thing is they're not fully aware of the limitations those technologies impose on their fair use, as well as the flawed nature of the DRM mechanisms. So whenever they're stuck, they blame what's immediately at hand: our MMG. Thanks to the turn-around to DRM-free songs, we are now cleared."

For years the software company has had difficulties convincing its customers that many of the problems they have with AV MMG are actually DRM-related, rather than intrinsic to the software itself. Suggestions on double-checking the DRM policy of the digital providers are usually greeted with hesitation from less IT savvy customers. Now with DRM-free songs in vogue again, starting with iTunes Store putting more DRM-free strains on sale in the fourth quarter of 2007, together with many non-DRM services such as eMusic, Audio Lunchbox, Dogmazic, Amazon, and Anthology Recordings; AVnex has been receiving significantly fewer requests for technological assistance for AV MMG 4.0 and hopes it can get the truth across.

While many of the major music labels and digital gurus forecast that DRM is about to pass into history as soon as summer 2008, the multimedia morphing leader AVnex is on track to make their Music Morpher series more compatible and versatile. "Who knows", said Louise Anderson, the series Brand Manager, "We can't be 100% sure that DRM will completely disappear, can we? So we'd better prepare for the worst Avnex will continue to provide people with a more versatile, feature-rich product."

AV Music Morpher Gold 4.0, the latest offer in the successful Music Morpher series by AVnex, is an all-in-one solution for playing and real-time morphing audio streams in various formats from the noted mp3, to other formats including wma, wav, ogg, ape, aif, irc, au, and mp2. The software specifically features wave editing, multi-track mixing, advanced algorithms for vocal isolating and extracting, and audio format converting – a perfect substitute for Sound Forge, MusicMatch, and Windows Media Player altogether. Further information can be obtained at <http://www.musicmorpher.com/>

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About Avnex Ltd.

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Throughout many years of development, AVnex Ltd. has been promoting audio and video software technologies and specializing in three core areas: Audio and Video Morphing Algorithms, Audio and Video Stream Interception, Audio and Video Real Time Effecting.

The wide range of products of AVnex Ltd. is detailed at <http://www.audio4fun.com>. Music Morpher products' in-depth specifications can be found at <http://www.musicmorpher.com>.

From 2006, AVnex Ltd. has been extending their business model to encompass Internet users who want a richer social networking experience. See <http://www.make4fun.com> for more details.

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