



HARMAN Partners With TIDAL to Stream High Quality Audio to Harman Kardon Systems

IFA 2015, BERLIN – September 04, 2015 – HARMAN International Industries, Incorporated (NYSE:HAR), the premier connected technologies company for automotive, consumer and enterprise markets, announces a new partnership with the global music and entertainment platform, TIDAL, which streams audio to listening devices worldwide in superior lossless quality. The new alliance between HARMAN and TIDAL, launching now, will bring TIDAL's 30-million track catalogue in HiFi audio quality to listeners on the award-winning Harman Kardon Omni Wireless Multiroom System and other Harman Kardon audio equipment.

Michael Mauser, President Lifestyle Audio for HARMAN says, "We are excited to team up with TIDAL to give Harman Kardon listeners easy access to great music in HiFi quality. With its expertly curated music choices, TIDAL gives customers more options for their connected music experience. TIDAL shares our commitment to making music accessible to people in the best possible quality, so we are looking forward to working with the TIDAL team."

Pål Bråtelund, Strategic Partnership Manager, TIDAL adds, "TIDAL offers high fidelity, lossless sound quality that enables listeners to enjoy their music in just the way the artist intended. We are delighted to work with HARMAN and bring TIDAL's superior audio streaming quality to the discerning listeners who are looking for excellent quality audio streaming to complement their Harman Kardon equipment."

Harman Kardon and TIDAL: caring about music

The partnership brings together two partners who care about music and its quality: TIDAL gives its members access to exclusive content, live streaming and offline experiences that consumers cannot find anywhere else. As the world's first lossless music streaming service with curated editorial content, features and interviews, the service is expanding quickly around the world, clear evidence that music fans want seamless, easy access to their favorite music in superb quality.

The TIDAL music streaming service is now integrated into the Harman Kardon Controller App for the Omni Wireless Multiroom System and other Harman Kardon systems. The Harman Kardon Omni Wireless HD loudspeakers are the first products in the HD audio range that incorporate HARMAN's expertise in audio technology and its commitment to excellence in wireless listening. Listeners can set up multiple Omni speakers throughout their home and effortlessly stream their audio – with seamless access to the TIDAL music catalogue – from room to room. Because Omni loudspeakers are wireless, they can easily be positioned everywhere to fine-tune the sound experience.

Harman Kardon Omni and other Harman Kardon audio equipment can be purchased online at www.harmankardon.com or in store at participating retailers.

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About HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers and enterprises worldwide, including connected car systems; audio and visual products, enterprise automation solutions; and connected services. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 25 million automobiles on the road today are equipped with HARMAN audio and connected car systems. The Company's software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 27,000 people across the Americas, Europe, and Asia and reported sales of \$6.2 billion during the 12 months ended June 30, 2015. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR.

About TIDAL

TIDAL is an innovative music and entertainment platform to experience and discover music from artists around the world, enjoy access to exclusive and curated content, and connect and share with artists. TIDAL is available in 44 countries with a catalog of over 30 million songs and more than 75,000 high quality videos. The service offers high-fidelity, CD sound quality, high quality video, expertly curated content and unique offline experiences for members.

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