

QRONO by MQA Labs™ Hits the Market  
Embargo Until 05DEC2024 at 8AM EST/1PM BST/2PM CEST



## QRONO by MQA Labs™ Hits the Market

QRONO d2a and QRONO dsd mark the latest audio enhancements from MQA Labs



**DECEMBER 5, 2024, TORONTO, CANADA** – MQA Labs, the audio IP team within the Lenbrook Media Group, is announcing two innovative technologies within its QRONO product line. QRONO dsd sets a new standard in DSD-to-PCM converters, and QRONO d2a is designed to get the best audio performance out of every DAC. Both technologies will hit the market this month in Bluesound’s latest streamer, the NODE ICON.

“The problems introduced by traditional digital audio filters are well understood, and QRONO is the platform that offers solutions for our hardware partners and licensees,” comments Al Wood, MQA Labs’ Director of Engineering. “We focus on the meticulous application of fundamental signal processing techniques. These include filters and noise shapers that improve the overall impulse response and transparency of digital-to-analogue conversion to get the absolute best from each DAC chip. DSD conversion is handled with the lightest possible touch to preserve all the crucial time details in the recording. We are delighted by the audio results from the QRONO integration in Bluesound’s NODE ICON and believe owners of the Icon will find the audio performance to be next level.”

The QRONO technologies can enable time performance that exceeds the best analogue systems. The audible improvement is immediate.

“Human hearing is much more precise than previously understood, particularly when listening for fine detail. The MQA Labs team’s expertise, when applied to improving the playback experience,

QRONO by MQA Labs™ Hits the Market  
Embargo Until 05DEC2024 at 8AM EST/1PM BST/2PM CEST

furthering Lenbrook's vision of a thriving HiFi industry in which technologies continue to elevate the consumer experience," adds Andy Dowell, Director of Business Development for MQA Labs.

MQA Labs will be attending upcoming events, including CES, NAMM and ISE, to demonstrate QRONO and meet with partners interested in licensing these solutions, as well as others from the Lenbrook portfolio.

---

## About MQA Labs

We love music at MQA Labs. Our solutions, including studio plug-ins, FOQUS, AIRIA, QRONO, and MQA, preserve the magic of acoustic performance in digital audio. Our technologies are used by music creators and in products made by hardware manufacturers, streaming services and broadcasters. We reach across the music supply chain with the goal of creating digital audio with an analogue soul. MQA Labs is a division of Lenbrook Media Group, a software, IP, and audio content distribution and management company.

## Media Contacts

### Corporate Contact

Sally Cossins  
MQA Labs Marketing  
[media@lenbrook.com](mailto:media@lenbrook.com)

### US Media Relations

Adam Sohmer  
OLEX Communications US  
[adam@olexcommunications.co.uk](mailto:adam@olexcommunications.co.uk)

### UK Media Relations

Steve Dalton  
OLEX Communications UK  
[steve@olexcommunications.co.uk](mailto:steve@olexcommunications.co.uk)

## Links and Resources

Press Portal <https://brandlibrary.lenbrook.com/portals/QRONO-Toolkit>  
Website <https://mqalabs.com/>

QRONO by MQA Labs™ Hits the Market  
Embargo Until 05DEC2024 at 8AM EST/1PM BST/2PM CEST

Follow MQA Labs on: [Facebook](#), [Instagram](#), [X](#) and [LinkedIn](#).