

Blackfire Research Launches on Smartphones with the New HTC One M9- HTC's Flagship Product

Blackfire Research Wireless media technology is now integrated into the HTC One M9 smartphones.

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BLACKFIRE RESEARCH™ wireless media technology is now integrated into the HTC One M9 smartphones, HTC's flagship Smartphone that was launched at Mobile World Congress in Barcelona on March 1. This integration is in HTC Connect™ and so will also be available on other HTC Smartphones that support HTC Connect, including previous HTC One products.

"HTC has built its reputation on challenging expectations in the mobile industry," said Cher Wang, Chairwoman, HTC. "The HTC One M9 accomplishes this once again with stunning elegance and design, combined with smart features that help bring your world to life, connecting you in a deeper way to the things you consider most important. So much more than just a phone, the HTC One M9 is an extension of who you are."

Smartphones are fast becoming the central hub for home entertainment, and HTC Connect™ makes it easy to enjoy your multimedia experience beyond your phone. A three-finger swipe on the screen connects the phone to BLACKFIRE powered products from leading brands such as the HARMAN KARDON™ Omni series of speakers. Once connected, the audio and music from the HTC smartphone is routed to these products, much like Bluetooth. However, unlike Bluetooth, BLACKFIRE enables much longer range, better resolution and multi room play.

BLACKFIRE powered products can be used in various multi room or in-room configurations, can be grouped into various zones, selected for playback at will, shared by multiple phones and any online music/media service applications on the smartphone can play to them. This allows HTC One users maximum flexibility in enjoying their music and makes the HTC One a very powerful media platform.

The user can enjoy music from the HTC One to a HARMAN KARDON OMNI 20 Speaker in the kitchen and simultaneously send it to a HARMAN KARDON Adapt plugged into their stereo system – all playing simultaneously, in high quality, over the home Wi-Fi.

“Integrating BLACKFIRE native to the HTC One M9 smartphone makes it an awesome smartphone that at last allows you to enjoy music, the way you would expect – easily, flexibly, wirelessly and in high quality!” said Ravi Rajapakse, CEO of BLACKFIRE

The BLACKFIRE powered HARMAN KARDON Omni 10, Omni 20 and Adapt plug in, support 24-bit/96kHz Studio Quality HD audio streaming. BLACKFIRE performance advantages include accurate synchronization for true stereo or multi-channel configurations, high resolution loss less transport, full Wi-Fi range, flexible use cases and operation on many different platforms.

BLACKFIRE RESEARCH, the only wireless technology that uses standard Wi-Fi for high-performance playback of music and video, on multiple devices - such as speakers, sound bars, headsets, AVR systems, TVs, set top boxes or plug-and-play audio and video accessories – simultaneously.

The new HTC One will be available in the U.S. on AT&T, Sprint, T-Mobile and Verizon early Spring. It will also be available through HTC.com, Amazon, Best Buy, Best Buy Mobile specialty stores, Costco Wholesale and Target.

For more information visit <http://www.bfrx.com>.

About BLACKFIRE RESEARCH

Blackfire Research is based in San Francisco and provides patented software for high-performance communications using Internet Protocol to multiple devices simultaneously over standard Wi-Fi. Blackfire software will be key infrastructure for the rapidly growing Internet of Things (IoT) space. For more information, please visit <http://www.bfrx.com>

About HTC

HTC Corporation aims to bring brilliance to life. As a global innovator in smart mobile devices and technology, HTC has produced award-winning products and industry firsts since its inception in 1997, including the critically acclaimed HTC One and HTC Desire lines of smartphones. The pursuit of brilliance is at the heart of everything we do, inspiring best-in-class design and game-changing mobile experiences for consumers around the world.
<http://www.htc.com>

About Harman

HARMAN (<http://www.harman.com>) designs, manufactures and markets premier audio, visual, infotainment and enterprise automation solutions for the automotive, consumer and professional markets. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, the Company is admired by audiophiles, musicians and the entertainment venues where they perform. More than 25 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of approximately 17,600 people across the Americas, Europe, and Asia and reported sales of \$5.9 billion during the last 12 months ended December 31, 2014.