



Rhythm Lab Radio Powers Up With Super Hi-Fi for Next Generation Station Experience

New digital station offers an online 'complement' to weekly on-air broadcast, allowing listeners access to a 24/7 hand-crafted listening experience; sets the stage for how Public Radio stations can build new formats for long-term listener satisfaction and retention

MILWAUKEE & LOS ANGELES — August 11, 2022 – Rhythm Lab Radio, the weekly show hosted by Tarik Moody from **88Nine Radio Milwaukee** that redefines the urban sound, has partnered with **Super Hi-Fi**, the global leader in AI services for the music industry, to produce an entirely new online version of the award winning on-air broadcast. The new station, found at hyfin.org/rhythmlab/, will be an extension of the existing weekly broadcast, with similar music selections, hosting and production, but will deliver a 24/7 experience for public radio listeners to enjoy the full-features of Rhythm Lab Radio at any time of day.

“Radio Milwaukee and Rhythm Lab Radio have experienced success in our industry by embracing new technology and change,” said Tarik Moody, Host of Rhythm Lab Radio. “This partnership with Super Hi-Fi is an essential experiment, not just for Rhythm Lab but for public radio as a whole. The new station is a case study in what’s possible when you pair public radio’s expert curation abilities with the power of AI technology. Our strong belief is that this is going to change the game of radio.”

“Enabling radio stations with our AI-powered scheduling and automation tools provides a whole new kind of scale and efficiency, but most importantly allows music programmers to focus on what they do best: delivering incredible entertainment to their listeners,” said Zack Zalon, Chief Executive Officer of Super Hi-Fi. “In this case, we have an opportunity to demonstrate how public radio stations can extend their existing programming into the online sphere in a completely new way, to build deeper relationships with listeners... whenever and wherever they consume their music.”

Hosted by Tarik Moody from 88Nine Radio Milwaukee, Rhythm Lab Radio redefines the urban sound with a mix of jazz, electronic, hip-hop and soul music. Since 2005, Rhythm Lab introduces listeners to new artists that are testing boundaries and making music that does not fit neatly into a single box.

88Nine Radio Milwaukee (WYMS-FM 88.9) has been a positive force for Milwaukee on-air, online and in the community since its 2007 launch. Through its creative programming and content, Radio Milwaukee utilizes a multimedia platform for creating a better, more inclusive and engaged community. The stations two channels – 88Nine and new Urban Alternative channel HYFIN – each broadcast and stream a unique blend of musical styles, amplify Milwaukee-based artists and share Uniquely Milwaukee stories that foster engagement and positive change.

In addition to hosting Rhythm Lab Radio, Moody is also the Program Director for new channel HYFIN (WYMS-FM 88.9 HD2, hyfin.org) and has brought his expert curation and commitment to Black music to this pioneering Urban Alternative format.

Super Hi-Fi is a modern, AI-powered music experience engine that allows for individually customized listening experiences across streaming services, broadcast radio, and audio publishing. Listeners benefit



from distinctive and engaging audio experiences that allow them to enjoy music, news, weather and other relevant thematic programming in a fluid, precisely stitched flow. The company's platform uses advanced AI to source, produce, manage, deliver and seamlessly connect any type of audio content at scale and in real-time.

For more information about Rhythm Lab Radio, please visit <https://radiomilwaukee.org/rhythm-lab-radio-syndication/>

About Radio Milwaukee

Radio Milwaukee (WYMS-FM 88.9) has been a positive force for Milwaukee on air, online and in the community since its 2007 launch. Through its creative programming and content, non-commercial Radio Milwaukee utilizes a multimedia platform for creating a better, more inclusive and engaged community. 88.9FM broadcasts and streams a unique blend of musical styles, including at least one song by a Milwaukee artist each hour, and short Uniquely Milwaukee stories that foster engagement and positive change. On 88.9FM-HD2 and hyfin.org, the station operates an Urban Alternative channel, HYFIN, that focuses on connecting with young, diverse audiences through the full spectrum of Black music. The organization runs a 24/7 all-Milwaukee music channel at 414Music.fm online and 88.9FM-HD3 on-air. The award-winning station receives the great majority of its financial support from its 6,000 contributing members, more than 150 underwriters and 25 foundations.. Learn more about Radio Milwaukee and stream the station at RadioMilwaukee.org or via the 88Nine mobile app.

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For more information about Super Hi-Fi's IP and technology, please visit <http://superhifi.com/>.

About Super Hi-Fi

[Super Hi-Fi](http://superhifi.com/) is the global leader in AI services for the music industry. The company uses artificial intelligence to transform gaps between songs into relevant and personalized content to improve the digital listening experience. The company's patented technology is capable of understanding the infinite nuances within music with the expertise of a human radio producer to improve transitions between content and create better extensions of digital audio experiences. The result is perfectly transitioned streams of music, podcasts, interviews, news, weather, advertisements, and other audio content. Based in Los Angeles, California, Super Hi-Fi is integrated into digital brands like Sonos Radio, iHeart Radio, Australian Radio Network, Gimme Radio, Peloton, Play Network, TouchTunes, Napster, 7Digital, Tuned Global, WellSaid Labs, Universal Music Group, TargetSpot, and The Associated Press.

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