



**Super Hi-Fi and Trinity Audio announce next-generation automated Flash Briefings audio news, fully produced for maximum impact, and powered by AI, launching with McClatchy and Miami Herald**

*Audio news receives a major upgrade in production quality, boosting revenue and engagement potential starting today with The Miami Herald*

**LOS ANGELES (September 6, 2022)** — **Super Hi-Fi**, the company using AI to transform the audio listening landscape, today announced a partnership with **Trinity Audio**, the only unified platform for strategic content creation and delivery of smart audio experiences. The new partnership launched with McClatchy and Miami Herald to convert their text-based news articles into engaging, highly produced content that drives increased user engagement and revenue.

The partnership makes it simple for news publishers to offer end-to-end Flash Briefings across all major platforms and smart speakers, with Trinity Audio covering every stage of the audio journey – creation to distribution – and Super Hi-Fi’s automated production AI transforming these stories into engaging, fully produced experiences.

By combining Trinity Audio’s class-leading AI content-to-audio products with Super Hi-Fi’s AI production capability, customers can seamlessly transform the printed page into fully produced audio-news experiences that consumers can listen to at home, in the car, or on their smartphones.

“As the market shifts to more consumption of audio content such as podcasts, and smart speakers become more ubiquitous, the experience of consuming news needs to improve for publishers to stay relevant and profitable,” said Zack Zalon, CEO of Super Hi-Fi. “Working with Trinity Audio, we can now literally *lift the story off the page* and deliver it as a compelling, fully-produced sonic experience.”

“Adding an audio dimension to content has shown to increase the number of loyal readers, their engagement, as well as the revenue by 10-12%,” says Trinity Audio Founder and CEO, Ron Jaworski. “Super Hi-Fi’s technology was the secret sauce we wanted to complete the audio experience to the full, enhance audio content, and open the door to new distribution channels with major audio platforms.”

Pairing Super Hi-Fi’s AI production and curation technologies with Trinity Audio’s text-to-speech, editing, and distribution products enables any news publisher to produce engaging audio content at scale with minimum effort and low production costs. This partnership provides additional revenue opportunities by allowing publishers to seamlessly drop in audio ads and allowing Super Hi-Fi’s AI to select and present the content at the right time for listeners.

The Trinity Audio and Super Hi-Fi platforms are fully integrated to help news publishers create additional monetization opportunities and make content creation and podcasting seamless and simple from a production standpoint. With today’s announcement, these tools are now commercially available to all partners through Trinity Audio.

### **About Super Hi-Fi**

[Super Hi-Fi](http://superhifi.com/) helps companies build and scale premium radio experiences, with advanced technology for digital music services, radio broadcasters, and print publishers. Today’s traditional methods are limiting and expensive, generating frustration across the audio landscape. Super Hi-Fi unlocks potential by providing customers with tools that allow them to save time, save money, and take back control, without having to sacrifice quality at any point. Based in Los Angeles, California, Super Hi-Fi is helping brands like Sonos, Peloton, Napster, Octave Group, and iHeartRadio to achieve their goals. For more information about Super Hi-Fi, please visit <http://superhifi.com/>.

### **About Trinity Audio**

Founded in 2018, [Trinity Audio](http://TrinityAudio.com) is the only unified platform that advances content owners to strategically evolve to deliver audio experiences. The company’s technology instantly converts content from text to audio with the most natural sounding voices, and continuously learns listeners’ behavior, covering every stage of the audio journey from creation to distribution. Some of Trinity Audio’s top publishing clients and brands include Lenovo, McClatchy, Variety, Nissan, and Newsweek. The company is part of NeraTech, a publicly-traded company on the TLV stock exchange

For more information, please visit <https://www.trinityaudio.ai/>

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