

# A Notoriously Complex Topic

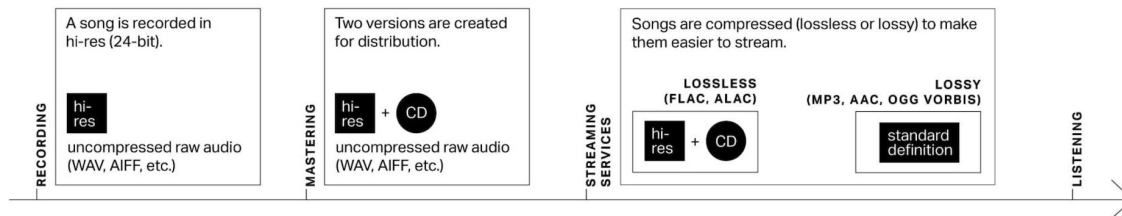
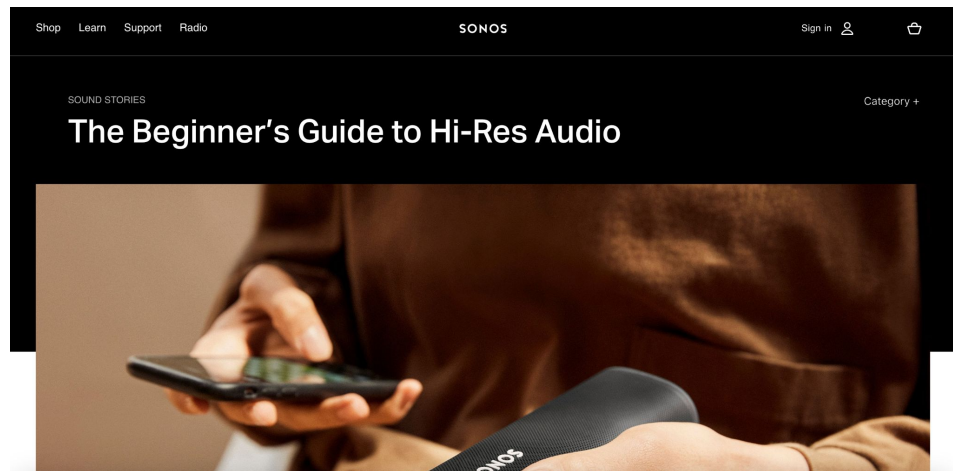
## **Project Goal**

When Sonos was preparing to introduce hi-res audio on their speakers (via Amazon Music), they wanted to help their customers understand what hi-res audio was and decide whether it was for them. However, the topic is notoriously complex and much of the information available online was either out of date, overly technical, or filled with errors.

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## Solution

After several interviews with Sonos's senior sound experience engineers, I crafted *The Beginner's Guide to Hi-Res Audio*. The blog post combined straightforward, accessible copy with helpful accompanying graphics to equip readers in making an informed decision on whether they could benefit from the feature. Most important, it was easy to understand for a general audience.



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## Press Reaction

Following the launch, The Verge highlighted *The Beginner's Guide* in their coverage of hi-res audio coming to Sonos and encouraged their audience to read the post.



The company has also put together its own pretty thorough guide on [understanding high-resolution audio](#), saying that “while some aspects of what constitutes hi-res audio are clearly defined, some are not. And as the industry evolves, streaming services are applying their own terms to brand their higher-resolution tiers.” Give it a look if you’re new to lossless streaming, honestly — it’s quite good.