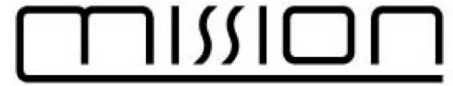


PRESS RELEASE



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Above: Mission M³ in all-black finish (all-white finish launches late 2014).

THREE IS THE M-CUBE NUMBER

Mission launches M³ – aka the Mission M-Cubed – the successor to the original M-Cube

Cambridgeshire, England – Respected electronics and loudspeaker manufacturer Mission is proud to announce M³ – aka the Mission M-Cubed – the successor system to the much-loved M-Cube surround sound speaker package. Building on its forebear, M³ is designed specifically for fuss-free home cinema, and maintains the incredibly svelte dimensions that M-Cube fans have come to expect and appreciate.

Reviewing the debut M-Cube package *What Hi-Fi? Sound and Vision* said the diminutive speakers delivered ‘larger, more immersive sound than seems credible’ and M³ aims to again delight listeners with its ability generate a wall of sound from a room-friendly design. Featuring five dinky satellites – each one small enough to fit in the palm of your hand – a stylish, yet powerful, subwoofer backs-up the speaker quintet. Employing a 200mm long throw driver, the M³ sub works in sonic harmony with the satellites to create a seamless sound field, ideal for excelling with music tracks as well as movie soundtracks.

The key to the system’s ability to deliver high quality sound, no matter where the listener sits in the room, is its BMR (Balanced Mode Radiator) driver technology. The BMR drivers disperse sound over a 90-degree angle, plus, crucially, can handle a full range signal. This means that the little speakers connect directly to the user’s AV amp, freeing the subwoofer for placement wherever the customer/installer wishes to place it. (The original M-Cube design required users to connect the NXT-driven satellites directly to the subwoofer, to accept a filtered signal.) Simply add a suitable home cinema amplifier, tune the subwoofer using the easy-to-access controls and you’ve got an incredibly smart looking and terrific sounding 5.1 sound system.

In keeping with the non-invasive looks, the M³ is easy to install. Out of the box, the satellites come with compact table stands attached, ready and waiting to be placed in flat surfaces. For those who prefer their wall of sound attached to an actual wall, the package also includes bespoke wall brackets. Job done.

Peter Comeau, Director of Acoustic Design for IAG, Mission’s parent company, led the M³ design development. Peter previously designed speakers for the Mission brand between 1999 and 2005, so the M³ project sees him returning to work on a favourite baby, as he describes:

“From the outset of the design we always wanted M-Cube to be small and discrete yet pack a bigger acoustic punch than you could ever imagine from speakers this small. For M³ we’ve really upped the standard thanks to years of development on our own BMR driver. I’m really happy that M³ delivers such an enjoyable and believable movie experience in such a versatile package.”

The Mission M³ is available now priced £699.95. The UK range launches in an all-black finish with an all-white version to follow later this year. Customers – those creating perhaps a Dolby Atmos-capable set up, or those building a desktop arrangement – can also buy individual M³ satellites.

Satellite Specifications	Subwoofer Specifications
Wideband bookshelf / surround speaker	Active closed box subwoofer system
Full range 3” BMR transducer	200mm long throw bass driver
40-80W recommended amplifier power	200mv input sensitivity
100dB peak SPL	200W RMS / 400W peak power output
8 Ohms nominal impedance	108dB max spl
4.5 Ohms minimum impedance	35-120Hz frequency response (+/-3dB)
150 Hz – 20 kHz frequency response	30Hz bass extension (-6dB)
110Hz bass extension (-6dB)	100-150Hz crossover
90 x 90 x 97mm	Phase inversion
0.75kg	HP output
	LP frequency adjust
	276 x 274 x 274mm
	7.88kg

MISSION

Mission has built a world-class reputation for advanced audio design since the company's formation in Huntingdon, Cambridgeshire in 1977, with an engineering-led approach to product development that has resulted in some of the most popular and iconic loudspeakers ever devised.

Three things have always characterised Mission speakers. First, the cabinets and drive units use innovative materials and sport a distinctive, modern appearance. Second, the sound they produce is fast, detailed and engaging. Third, they deliver excellent sonic and material value for money.

Today, Mission continues to stretch the boundaries of what can be achieved at specific price points, pioneering technologies to create fresh, new designs. The brand now benefits from the unrivalled manufacturing facilities and global reach of parent company IAG, with all the component parts of every speaker made in-house. Yet the company's roots remain firmly entrenched in Huntingdon, where much of Mission's design, servicing and technical support work is still carried out. Peter Comeau, the architect of many classic Mission designs since 1999, leads the acoustic design team. All of which helps to ensure that Mission speakers remain as impressive today as they were when the company first established itself at the forefront of the burgeoning British audio scene some three decades ago.

www.mission.co.uk

IAG

IAG (International Audio Group) is a manufacturer of audio equipment for domestic and professional use, plus professional lighting systems and luxury yachts. With its headquarters and manufacturing facilities in Asia and offices (including R&D) in the UK and North America, IAG is a manufacturer with a truly global reach.

IAG's audio business employs more than 2,000 people worldwide. Its factory complex in Shenzhen, China, is one of the largest custom-designed consumer electronics manufacturing facilities in the world and benefits from an exceptional level of vertical integration, with all component parts – even the tooling – made in-house. The Group's domestic audio brands – Audiolab, Castle Acoustics, Luxman, Mission, Quad and Wharfedale – all enjoy a worldwide reputation for excellence, with illustrious histories that stretch back decades. Top-class British audio engineering remains critical to these brands, with world-renowned designer Peter Comeau leading an acoustic design team brimming with international talent.

The combination of rich brand heritage, purpose-built production facilities in China and experienced audio engineers from around the globe makes IAG a unique proposition in the world of consumer electronics.

www.iaguk.com



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