



## PRESS RELEASE

For Immediate Attention

# KEF Wins Award for Leadership in Introducing Dolby Atmos

Legendary UK audio innovator earns gong for its early innovation in developing the exciting new surround sound format for the home



Above left: KEF's Dolby Atmos Award, given for "Leadership in introducing Dolby Atmos for the home"

Above right: Dolby's Stephen Auld presents KEF UK managing director Steve Halsall with the prestigious award

**Kent, England – 2 March 2015** – KEF has been awarded a Dolby Atmos Award, in recognition of the company's "Leadership in introducing Dolby Atmos for the home".

As a key launch partner for Dolby's introduction of Atmos for the home last autumn, KEF developed a high-performance Dolby Atmos-enabled speaker, the R50. The R50 has received much critical acclaim, and has been subsequently installed, along with

compatible KEF R Series speakers, at several Dolby offices around the world to demonstrate the incredible sonic benefits of Atmos, the innovative new surround sound format.

In addition, many audio dealer showrooms around the world have chosen KEF loudspeakers as the optimum way of demonstrating Dolby Atmos, and in recognition of this, Stephen Auld of Dolby Europe Ltd this week this week visited KEF UK, to present managing director Steve Halsall with the award.

## **RELEASE ENDS/ NO EMBARGO**

### **About KEF**

The company was founded in 1961 by Raymond Cooke OBE (1925–1995) and was initially headquartered in a Nissen Hut on the premises of Kent Engineering & Foundry (from where the name KEF is derived) – a metal-working company on the banks of the River Medway, near Maidstone in Kent. KEF's ethos has always been based on the continuing quest to find new and better ways of reproducing sound. Since the company's establishment, KEF has maintained a flair for unusual and controversial speaker engineering, design and material use. KEF has always driven innovation in sound with examples including its iconic 'egg', Muon and Blade speakers. KEF is a member of Gold Peak Group and its products are available in more than 60 countries. In 2011, KEF celebrated its 50th anniversary and now the company continues its commitment to building on its strong heritage.

Visit: <http://www.kef.com/html/gb/index.html> for more about KEF's extensive range of products.

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