



PRESS RELEASE

For Immediate Attention

Multi-award winning KEF LS50 speakers now in three new colours

Critically acclaimed and hugely popular loudspeakers
launched in range of stunning new finishes



Above: The LS50s now available in Racing Red, Titanium Grey and Frosted Black, as well as White and Standard Black

Kent, England – 9th November, 2015 – KEF has announced the launch of three new finishes for its globally acclaimed LS50 loudspeakers. The LS50 has received countless international awards and five-star reviews from the global media since its launch in 2012, and with this new announcement is now available in no less than five beautiful finishes.

The new finishes are Racing Red, Titanium Grey and Frosted Black, all of which enhance the appeal of one of the world's best-loved and most award-winning loudspeakers. The LS50 was designed to celebrate KEF's 50th anniversary, and was conceived as a 'mini monitor' derived from the legendary LS3/5a, to bring professional studio monitor performance into the home.

The three new finishes are designed to enable the LS50s to be compatible with a wide range of contemporary interior designs. This ensures the LS50s are capable of being a harmonious and attractive presence in any home environment, enhancing the décor of the consumer's home just as they improve the sound of music playback.

The new Frosted Black version utilises a cool matte finish and KEF's striking signature blue cone, also used on the white finish, while the Racing Red finish is perfectly designed to complement bold and dramatic interior designs. The Titanium Grey finish uses a beautiful copper cone, based on the driver designed for KEF's internationally-acclaimed high-end Reference Series loudspeakers.

All three new finishes use intricately layered textures between the cabinet, baffle, cone and driver surround, to extend and fulfil the aesthetic promise of the LS50s' original design philosophy. Now the full range of five colour finishes means that the LS50s are capable of being matched to just about any interior style or colour palette.

The long list of plaudits earned by the LS50s just keeps on growing (see below for a selection). As recently as October 2015 the LS50s were the subject of yet another glowing five-star review from the specialist media, when they were awarded the coveted 'Highly Recommended' badge and the full five-star rating by AV Forums.

At the LS50's heart beats the highly acclaimed KEF Uni-Q driver, capable of mastering an exceptional range of dynamic highs and lows over a large listening area. The three stylish new finishes ensure that the LS50 leads the way as the speaker of choice for design as well as their exceptional performance.

Notes for Editors: Awards and plaudits won by the KEF LS50 Speakers

- Five-star review and 'Highly Recommended Award' – AV Forums, October 2015
- What Hi-Fi? Sound and Vision Awards 2014 – Readers' Award
- What Hi-Fi? Sound and Vision Awards 2013 – Readers' Award
- Stereophile – Product of the Year 2013
- What Hi-Fi? Sound and Vision 2013 – Best Standmounter £400–£800
- Soundstage Hi-Fi – Reviewer's Choice Award
- Sound + Image Awards 2013 – Stereo Speakers of the Year \$2500–\$5000
- Top High End – Product of the Year 2013
- What Hi-Fi? Sound and Vision – Test Winner
- AudioArt Magazine – Best Budget of the Year
- CNET – Speaker of the Year 2012
- What Hi-Fi? Sound and Vision – Product of the Year Award 2012
- Good Design Award 2012
- Hi-Fi News – Outstanding Product
- EISA Award – Best Product 2012/2013

Availability: November 2015

Price: £800.00 (pair)

For more details, please visit <http://www.kef.com>

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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> for more about KEF and its products.

Please [Click here](#) for more about KEF LS50

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