



PRESS RELEASE

For Immediate Attention

KEF launches multi-award winning LS50 speakers in new high gloss piano white finish

Critically acclaimed and hugely popular speakers
now available in stylish new white edition



Above: KEF's LS50 is one of the most widely-renowned and multi-award-winning speakers of the 21st century so far

Kent, England – 6th November, 2014 – KEF has announced the launch of a brand new high gloss piano white edition of its famous LS50 speaker. The original LS50 first appeared in 2012, and has received numerous international awards and countless five-star reviews from the global media. Most recently, the LS50s won the coveted Readers' Award at the What Hi-Fi? Awards 2014.

The original 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.

As a result, the LS50s have acquired a deserved reputation for their rich, multi-dimensional 'soundstage experience' that is out of all proportion to their size. State-of-the-art technologies developed from KEF's flagship Blade speaker provide the ultimate audio experience, even in the smallest of spaces.

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 stylish new high gloss piano white LS50s have an attractive blue Uni-Q driver, and feature all the advanced, state-of-the-art audio technology and high-tech design that have made the LS50 one of the most critically acclaimed, multi-award winning and popular speakers of the 21st century so far.

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

- 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 2014

Price: £800.00 (pair)

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

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> for more about KEF and its products.

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

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