

PRESS RELEASE

For Immediate Attention

KEF BLADE TWO MAKES UK DEBUT AT NATIONAL AUDIO SHOW 2014 - SATURDAY 20th TO SUNDAY 21st SEPTEMBER

**Iconic Blade Range Expanded - Same DNA, Same Striking
Appearance, Same Advanced Driver Technology and
Unique Single Apparent Source Configuration**



Following the recent announcement that KEF was to expand the Blade speaker range with the introduction of the **KEF Blade Two**, the pioneering new model is set to be showcased at this year's National Audio Show – the first demonstration anywhere in the UK.

Following the exceptional response to Blade, which was released as part of KEF's 50th Anniversary, KEF engineers were given the task of increasing the Blade range, so customers could have further choice and flexibility.

Like the original Blade, Blade Two is based on the advanced materials and innovative technologies developed to replicate the outstanding performance of the original prototype Concept Blade and the same method of forming the sensuous parabolic cabinets. The drivers on both models share the sophisticated enhancements responsible for

the Blade's notable acoustics.

Available in five specially selected finishes chosen to complement Blade's sculptural contours, Blade Two is both smaller in height and depth than Blade. Its size has been carefully configured to retain the integrity of the iconic visual design and the acoustic prowess, yet on a practical level provides greater ease of positioning and placement within smaller environments where space is at a premium and where Blade's extreme bass extension would be superfluous.

At the heart of KEF Blade Two is the inspired Single Apparent Source technology. For highest quality sound reproduction the individual driver sections (for bass, midrange and treble) of a multi-way loudspeaker must work together and need to produce sound-fields that appear to come from the same point in space. This is particularly important at the crossover frequencies where the sound output switches from one driver to another. The Single Apparent Source technology is a perfect extension of the latest, fully pistonic KEF Uni-Q® MF/HF array, which brings the bass drivers into the picture for the first time. Together they combine to form a seamless point source driver array handling the entire frequency range.

Four powerful 6.5" (165mm), newly developed bass drivers deliver the KEF Blade's distortion-free low frequency response. The engineering principle behind their configuration is simple – let the forces of each moving cone cancel each other out by arranging them in opposed, symmetrical pairs – but its effective implementation is fraught with engineering obstacles. The force produced by the bass drivers is so strong that the massive rear magnets have had to be bonded directly to each other to obtain the full benefit of this technology. They are side firing so their acoustic centre coincides with those of the all new, latest generation Uni-Q midrange driver and tweeter – this is the ground breaking Single Apparent Source technology. The result means that the entire frequency range is radiated from one point in space. It is impossible to determine where one driver stops working and the next begins, meaning that the resulting sound-field is astonishingly convincing.

All this technology is housed within a rigid and heavy cabinet made from ultra-high density polyurethane. The parabolic curvature of the enclosure increases cabinet rigidity even further and the drivers are fully decoupled, meaning that sound is only generated from driver movement and not from the cabinet.

KEF Blade Two – Selected Key Features for Editors

- Single Apparent Source Driver Configuration
- Latest iteration of the Uni-Q Driver Array and Tangerine Waveguide
- New Bass Technologies/4 Bass Units with Force Cancelling
- Distinctive Design with ultra-high density polyurethane Cabinet

Finishes: Piano Black, Snow White, Racing Red, Warm Metallic Grey, Light Metallic Silver

KEF Blade Two Price (SRP): £15,000.00 per pair

Availability: Available to pre-order now

RELEASE ENDS/ No Embargo/15th September 2014

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.

Visit: http://www.kef.com/html/en/showroom/flagship_hi-fi_series/blade/overview/ for more about Blade Two.

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About National Audio Show

The National Audio Show is held at Whittlebury Hall Hotel & Spa, located in the Heart of the English countryside, in Northamptonshire, and takes place from Saturday 20th to Sunday 21st September 2014.

Over the show weekend, enjoy the best in sound and high performance stereo systems and accessories with the opportunity to meet the designers, creators, editors and guest speakers from the industry. As a showcase of the state of the art in high performance audio products, the show includes over 50 demo rooms, live music, competitions, guest speakers and special events.

Visit: <http://www.chestergroup.org/nationalaudioshow/2014> for more about the National Audio Show 2014.

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