



## PRESS RELEASE

For Immediate Attention

### KEF INTRODUCES DOLBY ATMOS<sup>®</sup> ENABLED SPEAKER MODULE

**R50 Speaker Module Adds New Dimension to the  
Home Cinema Experience**



KEF has announced the expansion of its award-winning R Series speaker range with the **R50 Dolby Atmos enabled speaker module**, which has been specifically designed to deliver captivating, multi-dimensional sound with Dolby Atmos.

With Dolby Atmos, sound comes alive from all directions, including overhead, to fill the home cinema with clarity, power, detail, and depth.

The R50 incorporates KEF's full-range Uni-Q® driver array, featuring a 25mm (1-in.) aluminium vented-tweeter and 'tangerine waveguide', positioned at the acoustic centre of a rigid magnesium/aluminium 130mm (5.25-in.) bass/mid driver. The drivers all operate as a single perfectly integrated voice, delivering deep lows, a fast and clean midrange response, and pure high frequencies with exceptional clarity.

The Uni-Q driver array also features the innovative z-flex surround, which can smooth the tweeter transition to the front baffle, resulting in undistorted high frequencies. Large voice coils used increase power handling and dynamics, reducing distortion and delivering excellent vocal clarity.

The wedged shape cabinet design of the R50 has been configured to angle the Uni-Q driver array up at the ceiling for the perfect projection and beaming of sound effects, so that it is reflected by the ceiling to accurately deliver a Dolby Atmos sound experience above the listener, producing a multi-dimensional sound experience that brings entertainment alive all around the audience.

With its clean aesthetic and deep piano black gloss finish, the R50 can be positioned on top of existing floor-standing or bookshelf AV speakers and is not only suitable for KEF's R Series and The Reference Series Dolby Atmos configurations but any Dolby Atmos system where a Dolby Atmos enabled speaker is required.

Along with the R50 Dolby Atmos enabled speaker, KEF also offer a flexible range of custom installation, in-ceiling speakers including the Ci160QR, Ci200QR and THX Ultra-2 certified, Ci200RR-THX models. These serve to maximise the potential configuration possibilities of the new Dolby Atmos multi-dimensional sound experience and suit those that have the ability to install overhead speakers in the ceiling.

**Price: SRP £600.00 per pair**

**Availability: Early November 2014**

**RELEASE ENDS/ Embargo until 3rd 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: [www.kef.com](http://www.kef.com) for more information about the R50 Dolby Atmos enabled speaker and the KEF Ci Series.

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