



PRESS RELEASE

For Immediate Attention

KEF Introduces the EGG Wireless Digital Music System

Iconic compact design completely revamped with built-in amplification and DAC, Bluetooth aptX, high-resolution input and the best of KEF's legendary acoustic engineering



Above: KEF's new EGG Wireless Digital Music System, the most versatile and high-fidelity iteration of the company's iconic 'egg' compact speaker yet, with wireless functionality and high-resolution music capability

Kent, England – July 29 2015 – KEF has announced the launch of the EGG Wireless Digital Music System, designed to provide the 21st century music consumer with the perfect blend of functionality, quality and design for the home. The KEF EGG offers the choice of both Bluetooth aptX functionality and high-resolution music compatibility via USB, as well as adding the most sophisticated and acoustically accomplished version yet of KEF's iconic 'egg' compact speaker.

KEF has reinvented its globally-successful and world-renowned 'egg' design to create a package that satisfies all the needs of music lovers. To that end, the KEF EGG is Bluetooth enabled, with superior 4.0 aptX compatibility for those with suitable devices. And with KEF's famous acoustic engineering creating a state-of-the-art sonic performance, wireless music has seldom sounded so good.

KEF's world-famous Uni-Q driver array is featured here in its latest and most evolved form, designed to deliver the perfect point source while also dispersing sound more widely and evenly than is possible with conventional speakers. To preserve the fine detail of the original performance, the tweeter is internally vented to prevent potentially distorting high pressures from building up behind the dome in the critical vocal region. The dome geometry is optimised to avoid disrupting the waveform for a smoother and strikingly natural-sounding HF response. This innovative design makes the system particularly apt for close listening such as a desktop setting, where the Uni-Q drivers ensure you hear a precise and detailed sound even when sitting close to the speakers.

The KEF EGG is a complete, 'plug-and-play' package, with built-in amplification and DAC (Digital-to-Analogue Converter). The system is also compatible with sonically superior high resolution music, with a built-in digital 96kHz/24-bit USB input, giving users the opportunity to play digital music files of extremely high quality.

Whether you stream music wirelessly from your computer or handheld device; connect optically to your TV with an option of adding a KEF subwoofer to transform your TV programmes and movies; or play high resolution music through the system's 96kHz/24-bit Mini USB input; the KEF EGG offers a complete package of contemporary compact design, effortless set-up and state-of-the-art performance.

The high-resolution input delivers lossless high-res sound from source to output. It has been created alongside the system's meticulously designed and engineered drivers and cabinets, to produce a compact speaker sound performance that stands comparison with audiophile speakers of considerably bigger size. The result is a sound that's fluently detailed, distortion-free and flawlessly faithful to the original performance.

With its compact, stylishly curved design, the new KEF EGG perfectly meets the design needs of the contemporary home. However, the two matching speakers of the KEF EGG offer a level of accurate stereo separation, with a wide and intricately detailed soundstage, that most contemporary audio products cannot begin to emulate.

KEF's unique tangerine waveguide helps the sound to radiate spherically for wider and more even dispersion, to ensure everyone in the room enjoys the same superb sound quality. In addition, KEF's ingenious Z-flex cone surround guides the sound from the tweeter across the surround without any disturbance or secondary radiation, allowing the midrange cone its full extension.

Being stiffer than conventional materials, the aluminium midrange cone maintains its rigidity to ensure maximum clarity throughout the frequency range, whatever the volume.

Midrange response is exceptionally fluid and transparent because the driver incorporates a damping ring to eliminate the breakup modes that otherwise give the midrange a hard edge.

Notes for Editors: KEF EGG Wireless Digital Music System

- Bluetooth-enabled KEF EGG, with Bluetooth 4.0 aptX
- Lossless high resolution sound from source to output
- Digital 96kHz / 24-bit Mini USB input
- Multi-connection flexibility: can be used for streaming music anywhere in the home, TV sound with the optical connection, or as a desktop music system
- Subwoofer input, allowing you to add a KEF subwoofer for even more bass extension
- KEF's multi-award winning Uni-Q driver array. This, derived from the flagship Blade speaker, offering a wide dispersion of sound, perfect for desktop listening
- Tangerine waveguide and Z-flex surround
- Aluminium midrange cone, cone breakup control and optimised tweeter dome shape
- Choice of three contemporary finishes: Gloss Black, Pure White and Frosted Blue



Availability: July 2015

Price: £349.95

Stockist: <http://www.KEFstore.co.uk>

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.

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