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Above: The M200 in-ear headphones, featuring unique Dual Dynamic Driver technology and new Premium Comply™ Ear-tips

KEF Upgrades M200 Headphones with Premium Comply Ear-tips

An exceptional product made even better – new ear-tips improve comfort, noise-isolation and performance, taking the superb dual-driver M200s to the next level

Kent, England – 30 June, 2014 – KEF has announced an improvement to its stunning M200 in-ear headphones. As of today, the product will be packaged and sold with superior premium Comply™ ear-tips, improving fit, comfort, noise-isolation and performance at a stroke.

The benefits of Comply are many. The material conforms more faithfully to the unique shape of the user's ear canal, creating a better seal. That means better noise isolation, as well as a more comfortable fit.

This better fit also means a better perceived sound performance – and because of the way Comply molds itself to the unique shape of your ear, the M200s magnificent sonic ability is guaranteed to be heard by all who use them. Comply is a soft and flexible, open-cell foam, which means the M200s will now remain much more comfortable than rivals over longer periods of listening, such as a long train journey.

There will be no price increase as a result of this improvement. Even better, existing users who have registered their product will be provided with the Comply ear-tips at no extra charge.

The M200s use unique 'DDD' (Dual Dynamic Driver) technology, a genuine two-way system – unusual in in-ear headphones at this price point. Each side contains a 10mm driver for the bass and a 5.5mm dynamic neodymium driver for midrange and high frequencies.

The M200s also utilise an innovative and comfortable user adjustable Secure Arm that helps to keep them snug in the ear, and a rigid aluminium driver housing that eliminates unwanted vibrations and raises sound performance to new levels.

The M200 in-ear headphones continue KEF's long-standing manufacturing philosophy – with powerfully innovative design, incredibly high-quality build and finish, and a sonic signature that testifies to the KEF tradition of making products that get the very most from your music.

The M200s were also awarded the **Red Dot Award**, one of the most internationally recognised product design prizes in the world. They are also compliant with the CENELEC standard (EN60065/A12) for protection against hearing damage caused by excessive sound volume.

Notes for Editors: KEF M200 in-ear headphones With Premium Comply Ear-tips

- New premium Comply ear-tips improve fit, comfort, noise-isolation and performance
- No price increase
- Existing users who have registered their product will be provided with the Comply ear-tips at no extra charge.
- Mobile in-ear headphones with free-form Secure Arm for maximum fit and comfort
- Elegant and rugged design perfect for travelling
- Dual Dynamic Driver ('DDD') technology using 10mm and 5.5mm drivers with crossover
- Aluminium driver housing provides rigid metal cabinet to get rid of unwanted vibrations
- Apple product compatible – full remote functions allow you to switch between calls and music
- Uniquely designed Protective case and flight adapter – perfect for travellers

Availability: July 2014

Price: £150.00

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

RELEASE ENDS/ NO EMBARGO

About KEF

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 in Maidstone, Kent in 1961 by Raymond Cooke O.B.E., 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 and, recently, the globally acclaimed, award-winning LS50. KEF is part of Gold Peak Group and its products are available in more than 60 countries. In 2011, KEF celebrated its 50th anniversary and 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/thefifty/> for more about KEF's 50 Years' History.

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