



PRESS RELEASE

For Immediate Attention

KEF REFERENCE: REVOLUTION REDESIGNED

New Reference Range Arrives After 30 Years
Of Continuous Innovation And Development



KEF has announced the launch of **The Reference**, the latest generation of the company's world-famous Reference loudspeakers. Today's Reference is enhanced by new technologies and advanced materials that didn't exist previously, massively extending the performance to fully exploit the potential of contemporary music and movie formats.

At the heart of The Reference is a new iteration of KEF's Uni-Q 'point source' driver array. A state-of-the-art 25mm vented aluminium dome tweeter is placed at the exact acoustic centre of a highly sophisticated 125mm midrange driver. Both act as a single source that floods the listening space evenly with a flawless, natural soundfield, no matter where you sit.

The vented tweeter combines a powerful motor system with a unique computer-optimised two-part aluminium dome so rigid that it operates pistonically over its entire working range. Its response has no trace of resonance or interference, and the sensitivity is much higher in the critical 2 kHz region than a conventional tweeter. KEF's visually striking 'tangerine' waveguide propagates the upper registers evenly across the midrange cone, its Z-flex surround and the baffle all acting as a single continuous surface with no discontinuity or distortion.

The new 165mm (6.5in) bass driver, designed to perfectly complement KEF's latest Uni-Q point source array, is in a class of its own. With a massive vented magnet assembly and a large aluminium-wire voice coil driving an exceptionally light, stiff and strong aluminium cone, the dynamics and power handling of The Reference is second to none.

The formidable drivers are set in a smooth, strikingly distinctive front baffle engineered to eliminate response anomalies caused by diffraction. Made from a strong laminated aluminium and resin composite, formed in a press under extreme temperatures, it adds tremendous rigidity to the cabinet structure and also has an acoustic damping function.

To help fine tune the bass output, to suit personal taste and the listening environment, The Reference incorporates innovative user-adjustable port tuning. In addition, flexible port technology (first seen on KEF's multi-award winning LS50) is used to reduce midrange port resonance. Using computational fluid dynamics, the flare and profile of each port is calculated to avoid turbulent air noise that might colour the sound.

The new Reference cabinets come in a choice of *Deep Piano Black*, *Luxury Gloss Rosewood* and *Satin American Walnut* wood veneers. The cabinets are expertly engineered to determine the ideal shape and bracing geometry, and their structure minimises both resonances from the cabinet walls and the effects of standing waves. With constrained layer damping techniques and massive internal bracing, the enclosures are virtually inert.

There are five Reference designs: a three-way bookshelf speaker, two formidable three-way floorstanders, a three-way timbre-matched centre channel and a powerful 1000W twin-driver subwoofer, which utilises KEF's ingenious 'force-cancelling' technology. This configuration allows both drive units to operate more effectively,

giving noticeably greater definition to low frequency effects.

This latest generation of KEF's Reference loudspeakers – first created in 1973 – reproduces sound to a standard of fidelity that's as close to perfection as the state of the art allows. To celebrate KEF's unrivalled heritage of continuous innovation since then, as well as the part that the legendary Reference Series has played in consolidating KEF's reputation over that time, KEF has commissioned two bespoke editions of the latest range.

With two striking special finishes - *Blue Ice White*, hinting at the blue of the original KEF logo, and *Copper Black Aluminium* - the Kent Engineering and Foundry editions combine the latest Reference technology with an aesthetic that subtly evokes this rich pedigree.

The ambition of the Reference Series in this latest, cutting-edge iteration remains exactly what it has always been: To achieve the purest and most accurate reproduction of sound, and to perfectly capture the full emotional range of the original recorded performance.

The Reference – Selected Key Features for Editors

- Superb new iteration of KEF's Uni-Q 'point source' driver array
- Brand new bass driver with large vented magnet assembly, and exceptionally light and rigid aluminium cone
- Distinctive and extremely rigid new baffle made from laminated aluminium and resin composite
- Innovative new port technology

Standard Wood Finishes: Deep Piano Black, Luxury Gloss Rosewood, Satin American Walnut

Kent Engineering and Foundry Edition finishes: Blue Ice White, Copper Black Aluminium

Available: May

Suggested Retail Prices:

REFERENCE 1 Three-way bass reflex bookshelf – £ 4,500.00 pair

REFERENCE 3 Three-way bass reflex floorstander - £ 7,500.00 pair

REFERENCE 5 Three-way bass reflex floorstander - £ 10,500.00 pair

REFERENCE Centre Three-way bass reflex centre channel - £ 4,500.00 piece

REFERENCE Subwoofer - £ 4,000.00 piece

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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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