



## PRESS RELEASE

For Immediate Attention

# KEF INTRODUCES KEF CONNECTS

## The Creative Website Designed For Music Lovers



KEF has announced the launch of **KEF CONNECTS**, designed to bring consumers closer to the worlds of music, design and technology. KEF CONNECTS takes fans behind the scenes to discover how musicians, music producers, engineers, scientists, designers and many other extraordinary individuals are pushing the boundaries of excellence in their respective fields. All the featured 'Innovators' share the very same passion for music, acoustics, sound reproduction and design that has driven the creation of KEF CONNECTS.

The site's exclusive content will be shared globally through all KEF websites and social media channels, to the brand's ever-growing audience – an audience united in its passion for music, design and the technologies that allow the reproduction of sound at the greatest possible quality.

At launch the site will feature one of the world's finest classical guitarists in **XueFei Yang**, veteran British rockers **Thunder**, and the racing driver, TV presenter and long-time KEF fan, **Jason Plato**. There will also be collaborations with many more KEF partners: diverse innovators including designers, scientists, producers, artists and more.

Over the course of 2014, KEF CONNECTS will continually publish fascinating and topical content for all those who share these passions – KEF fans and curious consumers alike it's an online destination where a community can easily flourish, and explore the importance of high-quality technological innovation, design and development alongside the talent and artistry that make great music.

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### **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. 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/KEFCONNECTS>

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