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PRESS RELEASE

For Immediate Attention

KEF PROUDLY UNVEILS THE LS50 – SPECIAL 50th ANNIVERSARY MODEL

The Ultimate Mini Monitor – Provides Studio Quality Sound in the Home

KEF has announced the introduction of its new LS50 Mini Monitor speaker; an innovative concept derived from the legendary LS3/5a and designed to bring professional studio monitor concept into the home.

Rarely the case in such a compact design, the LS50 monitor delivers a rich, multi-dimensional 'soundstage experience' that is out of all proportion to its size. Patent-pending acoustic designs, together with state-of-the-art technologies from KEF's latest flagship Blade loudspeaker, provide the ultimate studio experience – even in the smallest of spaces. At the LS50's heart beats the highly acclaimed KEF Uni-Q driver array, capable of mastering an exceptional range of dynamic highs and lows over a large listening area.

In the early 1960s the BBC selected KEF drive units and crossover for the original LS3/5a because KEF was a pioneer in new technology. The LS50 uses KEF's latest driver technology in the spirit of the original design and incorporates numerous patent pending technological breakthroughs in cabinet construction, baffle shape and port design – all made possible by KEF's leadership in modern research techniques such as Finite Element Analysis. The cabinet features constrained layer damping to significantly reduce resonances in comparison to regular damping pads, while the baffle shape has been optimised for smooth on and off-axis dispersion as well as incorporating a ribbed rear surface to reduce cavity resonance at the rear of the driver. Even the port has been optimised using computational fluid dynamics to offer lower turbulence at high levels. It's all these small details, combined with the

dedicated Uni-Q driver featuring damped Mg/Al alloy metal LF/MF cone and rear vented HF unit, that provide the ultimate in clarity, definition and imaging from a small enclosure.

The LS3/5a was an 'engineers' loudspeaker - so is the LS50. The R&D team were given a free hand to build the best small enclosure, irrespective of the usual industrial design constraints. The result is a remarkably accurate and transparent sound.

The new KEF LS50 Anniversary Model - the ultimate mini monitor, bringing studio sound quality into the home. Owners will enjoy the experience of discovering sounds on their recordings that they have never heard before while listening to a rich, multi-dimensional soundstage previously not attainable from such a compact design.

The KEF LS50 comes is a stunning high gloss piano black cabinet with rose gold Uni-Q driver. **Recommended retail price is £800.00 per pair,**

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All information provided is subject to change without notice. All prices quoted are recommended retail and include VAT.

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 part of Gold Peak Group and its products are available in more than 60 countries. In 2011 KEF celebrated its 50th anniversary and is still committed to building on its strong heritage.

Visit: <http://www.kef.com> for more about KEF.

Visit: <http://www.kef.com/theyifty/> for more about KEF's 50 Years' History.

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