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PRESS RELEASE

For Immediate Attention

KEF ADDS WHITE FINISH MODELS TO ITS NEW R SERIES SPEAKER RANGE

New Series Incorporates KEF Blade Technologies to Produce Performance Approaching Reference Series Standards



KEF has added a piano white high gloss finish option to its much admired new R Series of high-performance speakers. Featuring many of KEF's latest innovations in premium hi-fi and home entertainment loudspeaker technology, the R Series seeks to make higher-end audiophile standards of sound reproduction more affordable. Fluent new Uni-Q® driver arrays combine with new bass drivers and several other innovations to create a rich, spacious sound image of such accuracy that it approaches the benchmark standards of KEF's Reference Series.

With nine elegant models including three floorstanders, two bookshelf speakers, two fully-specified and timbre-matched centre channels, dipole surrounds and a powerful twin driver, 500

Watt subwoofer, the all-new R Series represents a decisive step forward in the enjoyment of music or film. By incorporating the high end technologies of KEF Blade in a classically elegant format, it gives serious audiophiles surprisingly accurate reproduction that, in keeping with founder, Raymond Cooke's philosophy 'neither adds to nor subtracts anything from the original recording'. The range is a fitting tribute to KEF's 50 years of innovation in sound.

Suggested Retail Prices

R100 Two-way bass reflex bookshelf - £600.00 pair
R300 Three-way bass reflex bookshelf - £1000.00 pair
R500 Three-way bass reflex floorstander - £1500.00 pair
R700 Three-way bass reflex floorstander - £2000.00 pair
R900 Three-way bass reflex floorstander - £2750.00 pair
R200c Three-way bass reflex centre channel - £650.00 piece
R600c Three-way bass reflex centre channel - £900.00 piece
R800ds Three-way dipole - £1000.00 pair
R400b Powered subwoofer (Closed-box) - £1000.00 piece

Finishes: Piano White High Gloss, Piano Black High Gloss, Satin Real Wood Veneer, Rosewood or Walnut.

Read more about the KEF R Series here: <http://www.kef.com.R Series>

RELEASE ENDS/etc.

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

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

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