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PRESS RELEASE For Immediate Attention

KEF LS50 WINS EUROPEAN LOUDSPEAKER OF THE YEAR AT 2012-2013 EISA AWARDS



It has been formally announced that KEF's LS50 loudspeaker, the company's flagship 50th anniversary mini monitor, has been honoured with the prestigious European Loudspeaker of the Year Award at the 2012-2013 EISA Awards.

The EISA Citation reads: **KEF LS50 – European Loudspeaker 2012-2013**

“To casual viewers the LS50 will look like a minimalist, single-driver loudspeaker but in reality it's more sophisticated. In fact, this single driver is one of KEF's famous two-way Uni-Q units with its tweeter mounted at the acoustic centre of the mid/woofer. This latest iteration, coloured rose gold, features a cone formed of a special magnesium/aluminium alloy and benefits from a longer 'throw' to improve bass performance. The cabinet is not only beautifully finished but is sturdily constructed with constrained layer damping between its walls, internal cross-brace and front baffle. As promised, the LS50 delivers a remarkably big sound with vivid imaging and a tremendous bass weight that belies its compact dimensions. Shut your eyes and you'll believe you are listening to a far bigger loudspeaker.”

EISA stands for the European Imaging and Sound Association, and has been holding its annual Awards for more than 30 years. EISA is the unique association of

50 special interest magazines in audio, home theatre, in-car electronics, photo and video, from 20 European countries.

The Awards will be presented during an official event, attended by the Editors-in-Chief of EISA's member magazines, and to which senior representatives of all winning companies will be officially invited. The occasion will be held to coincide with IFA in Berlin and at the Awards ceremony the official representative of every winning company will receive a trophy and Awards certificate.

To check out KEF's LS50 loudspeakers, [click here](#)

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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 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 and its products.

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

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