



INNOVATORS IN SOUND

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PRESS RELEASE

For Immediate Attention

KEF INTRODUCES X300A HIGH DEFINITION DIGITAL HI-FI SPEAKER SYSTEM

Simple to Connect Plug and Play Speaker is Designed for Computer Use and Incorporates KEF's Uni-Q® Driver



KEF has announced the introduction of the X300A, a premium active design primarily conceived to partner a PC or Mac desktop or laptop computer. Connection is via a 'distortion free' 96kHz/24 bit USB digital input, ensuring that high definition sound is achieved throughout the system from 'source to output'.

Unlike many typical active computer speakers, which have a single class D 'digital' amp on each channel, the KEF X300A has two class AB audiophile grade amps in each speaker, one for the LF/MF and one for HF. This is in keeping with the best pro audio monitors available today. The benefit is that instead of large bulky passive components that are prone to saturation and distortion, KEF can devise the crossover with small components and make many more fine corrections to the drivers. As each driver has its own amp, the tweeter is not affected when the woofer amp starts to reach the limit and so the sound is much cleaner at high levels.

In addition, there is an audiophile grade linear power supply with toroidal transformer, as used in the best hi-fi separates for low noise and good

headroom/dynamics. As a further bonus, with the X300A, the user has the ability to switch between desk, free space and desk/wall modes with high quality EQ, and the sound is adjusted to be optimal whichever location the speaker is put in. Desk and stand modes are selected by a switch on the rear panel of the master speaker, wall mode is selected via a foam plug for the rear mounted reflex port.

The Uni-Q driver is derived from KEF's flagship Blade speaker for true audiophile performance.

A standard 3.5mm analogue input is included so that mobile phones and MP3 players can be connected as a secondary source.

Key Points for Editors

- High Resolution 96kHz/24 bit quality digital input and inter-speaker connection plus hi-fi design philosophy
- Class AB amplifier and audiophile grade DAC
- Fully two-way active on each speaker - separate amps for woofer and tweeter
- KEF's multi- award winning Uni-Q driver - derived from KEF's flagship Blade speaker
- Simply plug and play – USB digital or 3.5mm analogue
- No need for complex fine tuning – user selectable modes for wall/desktop/free space
- USB connection cables included for true plug and play

The X300A offers a highly flexible and versatile solution and will be available in a stylish brushed gunmetal finish.

Available now from official KEF retailers and KEFStoreUK online

Recommended Retail Price: £600.00 per pair.

Read more about the KEF X300A here: [KEF X300A Overview](#)

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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/thefifty/> for more about KEF's 50 Years' History.

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