



## **PRESS RELEASE**

### **For Immediate Attention**

# **KEF INTRODUCES E305 HOME THEATRE SPEAKER SYSTEM WITH A DESIGN INSPIRED BY THE ICONIC 'EGG'**

**Latest KEF Technologies Offer High-fidelity Speaker Performance from an Affordable, Simple to Use Sub-Sat System**



KEF has announced details of a stunning, all new development of its futuristic, world-renowned, multi-award winning KHT home theatre speaker system.

The E305 offers hi-fi speaker performance from an affordable sub-sat system whether listening to music or movies. This is because the satellite uses a new small Uni-Q driver derived from the technology used in the multi-award winning Q300, the stiff, FEA optimised ribbed polymer (as in the KEF Blade) enclosures use the driver as a damped braced member exactly like the KEF

LS50 and the sub has been designed as a closed box system to integrate perfectly with the satellites.

Influenced by the original KEF KHT2005 and KHT3005 'egg' designs, the new system takes their iconic looks and builds upon them with a contemporary, pure form design in a unique matt finish. The die-cast aluminium bases, which simply rotate to form the wall brackets, are in a modern satin chrome finish for both the deep black and pure white coloured versions. The subwoofer uses the same form as the satellite speakers in a down-firing configuration for a beautifully matched system appearance. Even the optional satellite stands have a graceful swan neck design to complement the speakers.

The system is designed to match well with any choice of AV receiver and all connections are easy to hook up. The sub level is controlled via the AV receiver and there is a quick start guide to help with idealised settings to obtain optimum system performance.

The lack of compression when played loud and the LS50-like clarity in the midrange, coupled with the subwoofer integration and the outstanding imaging mean that the listener can enjoy the performance of a KEF Q Series hi-fi system from a style speaker package for the first time.

The new KEF E305 system can be purchased for the same price as the original KHT2005 system was when it was first launched in 2000, offering outstanding customer value.

**KEF E305 Home Theatre Speaker System: Recommended Retail Price: £899.99 complete.**

- As the E305 satellites and subwoofer are specifically designed as a system, the E305 subwoofer is not available as a stand-alone subwoofer. Satellites can be purchased as separate pairs for 7.1 applications.

**Please note: The E305 system is NOT available in the UK until the end of April. No review samples will be available until May.**

If required, technical notes for Editors are below.

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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 and, recently, the globally acclaimed, award-winning LS50. 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 now the company continues its commitment to building on its strong heritage.

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.

**EDITOR'S NOTES**

**KEF E305 - Detailed Information on Technology**

**1. Brand new Uni-Q Driver Array based on Q Series technologies**

The E305 uses a brand new 4.5-inch Uni-Q driver developed using KEF's industry leading computer analysis methods. The new driver incorporates many of the features from the multi-award winning Q Series in order to bring a new level of hi-fi performance for a home theatre sub- sat system.

<b>Feature</b>	<b>Advantage</b>	<b>Benefit</b>
Z-flex Surround	The midrange driver uses a Z-flex surround; this allows full movement of the midrange cone while providing a smooth ideal waveguide surface to carry sound from the tweeter to the listener.	The sound from the tweeter passes over the surround without any disturbance, diffraction or secondary radiation. The treble is clearer and sweeter.
Aluminium Midrange Cone	The aluminium cone used in the E305 is stiffer than most conventional materials, like paper, plastic or Kevlar. The cone moves in an almost rigid manner over the whole vocal region.	The midrange response is smoother and clear with a more even dispersion. Vocals sound utterly realistic and faithful to the original singer's voice.

Feature	Advantage	Benefit
Cone Breakup Control	Aluminium cones have a reputation for ringing and giving the midrange a hard edge. The cone breakup control damping-ring on the E305 midrange completely eliminates the breakup modes which cause this effect.	The benefits of an aluminium cone can be gained without any of the drawbacks. The midrange is very transparent and not at all fatiguing.
Vented Tweeter	A large venting tube is placed behind the tweeter dome. The sound from the rear of the dome is gently absorbed in this tube. This prevents distortion-inducing high acoustic pressures behind the dome.	Lower distortion in the critical vocal region, very transparent and revealing of detail. You hear every nuance of the recorded sound.
Undercut Midrange Motor	Undercut magnet designs are usually only found in high-end loudspeaker designs. This feature results in a very symmetrical magnetic field and reduces midrange distortion.	Lower distortion in the critical vocal region, very transparent and revealing of detail. Helps to create the feeling that 'you are there' .
Tangerine Waveguide	The tangerine waveguide, placed in front of the tweeter, encourages the sound to radiate spherically. This increases the dispersion and sensitivity of the tweeter. The design used in the E305 is based on the tangerine waveguide used in the Blade loudspeaker.	Wider dispersion provides a more natural in-room performance and increases the size of the listening 'sweet spot' .
Optimized Dome Shape	The geometry of the dome is carefully matched to the midrange cone to ensure that a perfect wave is launched from the tweeter at all frequencies. This creates a very consistent response from the tweeter without lobes or nulls in the response.	Natural sounding treble with all the detail but with no hard edge to the sound.

<b>Feature</b>	<b>Advantage</b>	<b>Benefit</b>
Inner Surround	The small cabinet combined with the high output driver creates high pressure in the enclosure. The inner surround blocks the air path around the tweeter and prevents noise from air passing through this gap.	Clean sound with low distortion even at high levels. The E305 system will play much louder with a cleaner sound than its competition.

## **2. High performance satellite speakers**

It takes more than a great driver to create a class leading satellite loudspeaker. The satellites were developed from the start as a complete system so that the crossover, cabinet and driver all work together in harmony.

<b>Feature</b>	<b>Advantage</b>	<b>Benefit</b>
Audiophile Crossover	The E305 uses an audiophile approach to the crossover with high quality plastic film capacitors on the tweeter and a minimalist first order network on the midrange.	Clearer sound with less in the path between your music or movies and what you hear.
Low Diffraction Cabinet	The shape of the E305 satellite is not only a nod towards the classic original KHT2005 “Egg” but also it has also been carefully shaped to minimise scattering of the sound from the drivers.	You hear the sound directly from the driver, there is less variation in the sound at different positions. This greatly improves the imaging of the system.
Advanced Anti-Vibration Technologies	Vibration of the cabinet walls results in secondary radiation and coloration of the sound. To avoid these problems in the E305 KEF have used all of their experience from the Blade to develop a heavily re-enforced cabinet with internal ribbing and damping technologies borrowed from the LS50.	The sound you hear comes from the driver itself, not from the walls of the cabinet. Resonances are avoided and a smooth detailed sound results.

### 3. Subwoofer technology

To the listener the subwoofer should be invisible; it should sound like there are five full-range loudspeakers in the room. The E305 has been painstakingly fine-tuned for exceptional bass performance.

<b>Feature</b>	<b>Advantage</b>	<b>Benefit</b>
Closed-box Subwoofer	The subwoofer is a closed-box design, without ports or passive radiators. This results in agile, extended bass without overhang.	Fast, clean, well-defined bass.
High Performance Sub Driver	The E305 uses a long throw 8-inch subwoofer driver with a large motor system.	The bass stays defined and composed even at high levels.
Advanced Anti-Vibration Technologies	Like the satellite loudspeakers, the subwoofer cabinet borrows damping technologies from the LS50 to avoid resonance and secondary radiation.	The sound you hear comes from the driver itself, not from the walls of the cabinet. Resonances are avoided and a clear detailed sound results.
Low Group-Delay Preamp	The subwoofer preamp was designed based on a Linkwitz Transform circuit to minimise signal group-delay, which causes the bass to become blurred.	Fast, clean, well-defined bass.
Matched Sat-Sub Response	The frequency response and phase response of the subwoofer and satellite has been carefully matched to optimise the transition region.	The listener cannot hear where the satellite stops and the subwoofer starts - the system sounds seamless - like five full-range Hi-Fi loudspeakers.
Plug and Play	Receiver set-up is simple. Set the levels to 0 dB, set the speakers to 'small' , the speaker/sub crossover to "90Hz" and you are done. KEF has already done the rest of the tuning for you.	Simple set-up, more time listening and less time trawling through the menus.