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PRESS RELEASE

For Immediate Attention

KEF LAUNCHES NEW HEADPHONES: AWARD-WINNING DESIGN MEETS HIGH-FIDELITY SOUND

Legendary speaker brand creates on-ear and in-ear
headphones for perfect blend of sound and design



KEF has announced its first ever range of headphones, offering consumers the chance to enjoy KEF's unparalleled audio expertise in portable form for the very first time.

This announcement sees the launch of the **M500** over-ear headphones, and the **M200** in-ear buds. Both models deliver a unique blend of sophisticated industrial design, outstanding build quality and the unbeatable sound performance that KEF has brought to its speakers for more than 50 years. This audio

expertise is unique in a thriving headphone market that is now calling out for top quality.

Both the **M500** and **M200** headphones have already been honoured with the **2013 Red Dot Award**, one of the most internationally recognised product design prizes in the world.

SOUND BY KEF – NOW YOU CAN TAKE IT WITH YOU

KEF's new headphones carry a legacy that no other pair of 'cans' can offer. More than 50 years of speaker engineering, in pursuit of the clearest and most accurate audio production possible, means that KEF's engineers – with an enviable track record of technical innovation and award-winning products – have brought every ounce of this history to the design of the **M500** and **M200** headphones.

KEF has a simple ethos: top-quality design and state-of-the-art acoustic engineering are combined to create the highest levels of musical enjoyment. Now we're bringing that ethos to the headphone market.

M500 – MAKING 'HIGH FIDELITY' TRULY PORTABLE



The **over-ear M500s** make high fidelity sound truly portable. They use a full-range 40mm neodymium driver with a high-quality, super

light, copper clad aluminium voice-coil that's been painstakingly tuned by KEF's engineers to deliver a powerfully musical sound with a tight, clean bass. The aim was to provide speaker quality reproduction from headphones.

The M500s feature an elegant, precision-engineered aluminium frame, with breathable and sweat resistant memory foam earpads and headband. As a result, the M500s offer class-leading comfort for prolonged listening.

The frame design also features a 'Smart Hinge'; unlike most headphones that require two hinges to fold and rotate the ear pads, the M500s' Smart Hinge can cleverly rotate on two axes, making them more adaptable to different sized (and shaped) heads than any rival product. It also allows you to fold them up into a highly compact form for carrying around.

M200 – TECHNICAL INNOVATION MEANS EXQUISITE SOUND



The **in-ear M200** earphones utilise an innovative and comfortable user adjustable Secure Arm that helps to keep them snug in the ear, and a rigid aluminium driver housing that eliminates unwanted vibrations and raises sound performance to new levels.

The **M200s** also use unique 'DDD' (Dual Dynamic Driver) tech, a two-way system with a 10mm driver for the bass and a 5.5mm dynamic neodymium driver for midrange and high frequencies.

The new **M500** and **M200** headphones share and continue in KEF's long-standing philosophy – with powerfully innovative

design, incredibly high-quality build and finish, and a sonic signature that testifies to the KEF tradition of making products that get the most from your music.

KEF's new headphones are also compliant with the CENELEC standard (EN60065/A12) for protection against hearing damage caused by excessive sound volume.

Key Points for Editors – M500

- Mobile closed-back on-ear hi-fi headphones
- Elegant and distinctive design
- Full aluminium frame with high-quality, sweat resistant, durable and breathable high performance earpads and headband for maximum comfort
- 'Smart Hinge' multi-angle hinge designed to offer a more flexible headphone structure for different users' heads
- Full-range 40mm neodymium driver with CCAW (Copper Clad Aluminium Wire) high quality voice coil
- Foldable design – perfect for travelling
- Apple product compatible – full remote functions allow you to switch between calls and music
- Protective case and flight adapter designed for business travellers

Recommended Retail Price: £250.00

Key Points for Editors – M200

- Mobile in-ear hi-fi earphones with free-form Secure Arm for maximum fit and comfort

- Elegant and rugged design perfect for travelling
- Dual Dynamic Driver ('DDD') technology using 10mm and 5.5mm drivers with crossover
- Ergonomic shell designed to fit the concha of the ear with a tight seal and a comfortable fit
- Aluminium driver housing provides rigid metal cabinet to get rid of unwanted vibrations
- Ultra-thin silicone eartips that adapt to the ear canal and provide very comfortable fit
- Apple product compatible – full remote functions allow you to switch between calls and music
- Uniquely designed Protective case and flight adapter – perfect for travellers

Recommended Retail Price: £150.00

RELEASE ENDS/ No Embargo

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 a member of the Gold Peak Group and its products are available in more than 60 countries. In 2011, KEF celebrated its 50th anniversary and continues its commitment 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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