



## **PRESS RELEASE**

**For Immediate Attention**

### **KEF INTRODUCES V SERIES DIGITAL TV SOUND SYSTEMS - DISCREET HIGH FIDELITY PERFORMANCE TO DRAMATICALLY IMPROVE TV SOUND**

**With Ultra-Slim Design, Easy Plug and Play and Control by Existing TV Remote, the V300 Provides Outstanding Sound to Match High Definition Picture Quality**



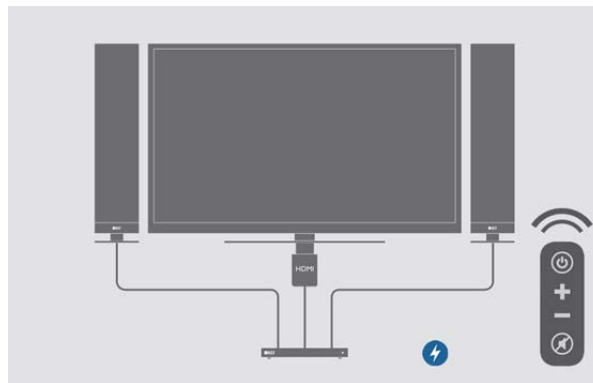
KEF has announced the introduction of the first model in its new V Series range of outstanding audio-video products, the ultra-slim V300 digital TV sound system. Designed to give the HDTV the sonic performance it deserves, the V300 gives viewers the opportunity to enjoy high fidelity sound – no matter what TV programmes they are watching. With easy plug and play, control via the existing TV remote and complete freedom of positioning, the new KEF V Series is an ideal choice for the digital home.

#### **KEF V300 DIGITAL TV SOUND SYSTEM**

At only 35 mm (1.4-inch) thick, the V300 speakers are designed to flank the TV screen and offer a design that perfectly complements the latest ultra-slim TVs. Featuring 4 x high performance 115 mm (4.5-inch) patented ultra-slim bass drivers

and 2 x 25 mm (1-inch) aluminium tweeters with KEF's unique 'tangerine' waveguide, the V300s produce an excellent audio performance. They are driven by an 'activation module' containing independent dual class D digital amplifier with switchable on board DSP EQ allowing users to easily optimise the bass response according to whether the speakers are desk/table mounted or fixed to the wall. The sleek 'activation module' can be fixed to the back of the TV screen via the VESA points, wall mounted with an optional flush mount kit, or simply placed in a cabinet.

The V300s come with desk stands, yet can be simply wall mounted or used in conjunction with optional floor stands, which feature KEF's *Selecta-mount* technology providing not only fast and simple connection but further modifying the eq automatically to give the correct bass response for in room positioning. In short, V300s are not only simple to connect, power and play but highly versatile in positioning and control for optimum sonic performance.



Once connected to a TV screen via a single HDMI cable and powered up, the V300 will provide effortless and outstanding clarity, even when played at high levels - on/off, mute and volume can all be controlled by the existing TV remote control.

When even more bass is required, V300 can be partnered with any KEF subwoofer. The subwoofer output is also easy to adjust via the same TV remote.

The new KEF V300 Series with its unobtrusive design, ease of placement and exceptional sound quality, makes living with poor TV sonic presentation unnecessary. Whatever the viewer is watching, they will receive crisp dialogue, lively music and the three dimensional imaging that KEF is famous for, finally delivering the quality of sound that the latest 3D HDTV pictures deserve.

#### **Availability and prices:**

**V300: £700.00 pair**

**Optional V300 Floor Stands: £225.00 pair**

**RELEASE ENDS/ No Embargo/Date: 27<sup>th</sup> August 2013**

### **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.

### **KEF Marketing Contacts**

Michael Johnson at [michael.johnson@kef.com](mailto:michael.johnson@kef.com)

Becky Reader at [becky.reader@kef.com](mailto:becky.reader@kef.com)

### **KEF's UK Media Contact**

Andy Giles at [andy@andygilesassociates.co.uk](mailto:andy@andygilesassociates.co.uk)

Dominic Dawes at [dominic@andygilesassociates.co.uk](mailto:dominic@andygilesassociates.co.uk)

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