



PRESS RELEASE **For Immediate Attention**

KEF INTRODUCES X300A WIRELESS – THE PREMIUM DIGITAL DESKTOP SPEAKER SYSTEM Contemporary hi-fi speakers that bring the golden era of high-fidelity sound to the wireless digital generation



KEF has announced the introduction of **the X300A Wireless Digital Hi-Fi Speaker System** – the brand new wireless adaptation of the highly-successful X300A desktop speakers.

X300A Wireless is a premium active design, with all the advantages of the original X300A, with the added bonus of wireless streaming via both Airplay and DLNA from most Apple or Android devices.

With KEF's Award-winning Uni-Q drivers, four dedicated amplifiers (two per speaker in this true active design), two discrete high-quality DACs and a high resolution 96kHz/24-bit distortion-free digital USB connection in wired mode. The X300A Wireless has everything consumers need to turn an uncompromisingly digital desktop into a truly audiophile environment.

Configuring the X300A Wireless could not be more straightforward, as a quick and simple to use 'setup wizard' for both OS and Windows users is available to download from **KEF.com**.

The KEF X300A Wireless 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. In this way, 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 Wireless, 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.

The X300A Wireless speaker now features two finishes; Gunmetal and Linear White. Both contemporary finishes complement the latest in modern PC/laptop design and will blend beautifully with any interior space.

Key Points for Editors

- Complete Wireless experience: stream music wirelessly from your computer or laptop, smartphone, tablet or most mobile devices via Airplay or DLNA.
- High Fidelity Design: Twin class AB amplifiers in each speaker; Toroidal transformer typically used in high-quality hi-fi amplifiers to minimise noise and interference
- Award-winning Uni-Q driver technology derived from KEF's flagship Blade Loudspeaker

- 96kHz/24-bit HD input distortion-free digital USB connection throughout the system ensures lossless high-resolution sound from source to output when in wired mode
- Discreet, high-quality DAC inside each speaker
- Simple 'Balance' switch to easily optimise the X300A Wireless for their specific positioning in your room
- 3.5mm analogue input also included in case you need to use with a device with no wireless capability.
- A simple to use Setup Wizard for Apple (Mac OS X version 10.6 or later) and Microsoft (Windows 7 or later) operating systems can be downloaded from <http://www.kef.com>

Available Finishes: Gunmetal and Linear White

Recommended Retail Price: £800.00 per pair.

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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 a member 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 and its products.

Visit: <http://www.kef.com/theyifty/> 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.