



PRESS RELEASE

For Immediate Attention

KEF AND THX ANNOUNCE PARTNERSHIP WITH LATEST HIGH PERFORMANCE HOME CINEMA SPEAKERS



KEF is proud to announce that it is working in partnership with THX® on its latest suite of high performance home cinema Ci speakers, including in-wall, in-ceiling models and installed subwoofers. The six new models, feature a number of KEF innovations, include award winning Uni-Q® Driver Array technology and acclaimed Tangerine Waveguide and Ultra-Thin-Bezel Designs. These speakers had to endure approximately 500 THX laboratory tests to ensure they perform at the highest standard to recreate movies and music with the same qualities as in the studio. Only best in class products capable of delivering a premium entertainment experience are awarded THX certification.

David Kroll, KEF's Global Ci Product Manager comments;

"Having been an early purveyor of THX certified home theatre speaker systems, KEF is excited to once again partner with THX on a complete suite of THX Ultra 2 certified installed Ci cinema speakers. This collaboration will give our installers the tools they need to create in-wall and in-ceiling theatres that are as discreet looking as they are extreme in performance."

The new high performance home cinema speakers will add further to the exceptional and varied array of custom install speakers now on offer from KEF - making specifying and fitting a tonally matched and quality speaker system throughout the entire home and outside even easier to achieve.

"THX Ultra 2 is our most demanding THX loudspeaker standard and we're excited that KEF will offer THX Certified models capable of such high-performance," said Mike DelSanto, THX Audio Certification Manager.

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About THX

From the big screen to your screen, THX ignites your passion for exciting entertainment experiences. Founded by George Lucas and recognized by audiences around the globe, THX is synonymous with the design and certification of world-class cinemas, premium audio systems, 3D HDTVs and blockbuster movies. Products featuring THX technologies defy convention and define quality in their class, whether in the cinema, in the home or on the road.

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

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