



PRESS RELEASE
For Immediate Attention

KEF ANNOUNCES V720W DIGITAL TV SOUNDBAR SYSTEM

**Ultra-Slim Design, Easy Plug and Play connection plus Outstanding Sound
from V700 Soundbar with Wireless V-20W subwoofer**



KEF has announced the launch of the **V720W Digital TV Soundbar System**, part of the **V Series** of outstanding audio-video products. Designed to give High-Definition TV the sonic performance enhancement it deserves, the V720W system combines a high-fidelity soundbar with an exceptional wireless subwoofer to give users the opportunity to enjoy top-quality sound – across every type and genre of music, movie and TV programme material.

Connection is effortless: simply connect a single HDMI cable between the V720W and your (ARC) TV*, and the system will receive and enhance the audio from any sources you have plugged into the TV. With this easy plug-and-play design, control via your existing TV remote control and complete freedom of positioning,

the KEF V720W Digital Soundbar System is the ideal choice for today's digital home.

The V720W is made up of the V700 soundbar and V-20W wireless subwoofer. The soundbar is a slim and stylish design, suitable for TV screens of 47-inches and bigger. Just 53mm (2.1-inch) in depth, it fits neatly under a screen, using either a wall-mount, or by placing it on top of a piece of furniture using the supplied stands. The stands are designed to allow tilt adjustment for optimum positioning.

The V700 soundbar utilises four high performance 115 mm (4.5-inch) patented ultra-slim bass drivers and two 25 mm (1-inch) aluminium tweeters, incorporating KEF's unique 'tangerine' waveguide for a dense three-dimensional sound picture. The speakers are driven by an internal Class-D amplifier with switchable EQ modes, which can be accessed at the rear of the speaker to optimise the bass response for wall or desk top placement.

The V-20W subwoofer is an ultra-compact, high performance, wireless subwoofer, which features a long-throw 8-inch driver and a 200W Class-D amplifier for extended and precise bass.

The V720W provides effortless and outstanding clarity, even when played at high levels, and its on/off, mute and volume functions can all be controlled by your existing TV remote control. With its unobtrusive design, ease of placement and exceptional sound quality, poor TV audio is a thing of the past.

**Owners of older, non-ARC can instead connect V720W using an optical cable*

Availability: Now

Price: £800.00

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 innovative 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.

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