



## **PRESS RELEASE** **For Immediate Attention**

### **Ci200RR-THX - NEW KEF REFERENCE IN-CEILING HOME CINEMA LOUDSPEAKER NOW AVAILABLE**

KEF has announced that its new Ci200RR-THX Custom Installation loudspeaker is available to order from consumers and installers.



impactful, natural and engaging.

Ci200RR-THX is an in-ceiling speaker certified to THX ULTRA2 standard. A thorough understanding of the film-making process and surround sound is at the very heart of every THX certified 2.1, 5.1 and 7.1 speaker system and the Ci200RR-THX is engineered with design characteristics of professional studio speakers. THX recreates the tonal balance of the filmmaker's final mix in your living room, resulting in action sequences which are

Featuring a powerful 'sit anywhere' Uni-Q driver array from KEF's floor-standing speakers, comprising a 38 mm (1.5 in) vented aluminium tweeter and 'tangerine waveguide', mounted concentrically in a 200 mm (8 in) aluminium bass/mid driver, the Ci200RR-THX projects acoustically as if the sound originates from the screen. Performance is to professional home cinema standards and dispersion is so wide and even that everyone in the room enjoys the same precisely defined sound imagery. Along with the KEF's unique Ultra-Thin Bezel (UTB) design offering the slimmest possible rim around the speaker, Ci200RR-THX can be integrated into any setting to achieve the minimum of visual intrusion on the interior space.

THX certified in-ceiling speakers deliver the appropriate frequency response and high output and imaging quality of a traditional box speaker. This provides the best of both worlds—THX surround sound performance from components that blend harmoniously with any room decor.

## **Ci200RR-THX Two-way Uni-Q Round High Output Home Cinema and Music Speaker Notes for Editors and Specifications**

- Patented Uni-Q driver array with powerful 200 mm (8 in) aluminium LF section, Z-Flex surround and 38 mm (1.5 in) vented aluminium dome HF unit with tangerine waveguide projects acoustically as if the sound was originating from the video screen
- Extreme power handling and output
- Ultra-Thin Bezel (UTB)
- Same cut out and outside diameter as all KEF 200 mm (8 in) in-ceiling speakers

### **Ci200RR-THX: SRP £475.00 (per piece)**

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Nominal Impedance: 4Ω

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Sensitivity: (2.83V/ 1m)90dB

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Frequency response: (±6dB) open-backed 33Hz - 28kHz

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Crossover frequency: 2.2kHz

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Drive units

LF: 200 mm (8 in.)

HF: 38 mm (1.5 in.) Uni-Q

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Recommended Amplifier Power: 10-190W

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Product external dimensions:

(H x W x D)Φ 290 x 132.6 mm

Φ11.42 x 5.22 in.

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Cut-out dimensions: Φ238mm (Φ9.37 in.)

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Net Weight: 3.6 kg (7.94 lbs)

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Mounting depth from surface: 126.5 mm (4.98 in.)

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Optional rough in frame: RIF200R

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**RELEASE ENDS/ No Embargo/ Dated: 10th March 2014**

Visit: <http://www.kef.com/cispeakers> for more details of KEF's Ci speakers.

## **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.

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