



## PRESS RELEASE

For Immediate Attention

### **Award-winning MUO launched in ‘Brilliant Rose’ finish – and with stylish leather case**

Class-leading speaker famed for its beautiful extruded Aluminium design, now given a striking new colour along with a refined and attractive protective leather case



Above: KEF’s MUO Bluetooth speaker (£299.95) whose acoustically inert cabinet is designed in collaboration with designer Ross Lovegrove, in the stunning new Limited Edition ‘Brilliant Rose’ colour finish

**Kent, England – 5<sup>th</sup> May 2016** – KEF has launched its award-winning MUO portable Bluetooth speaker in a stunning new Limited Edition finish named ‘Brilliant Rose’, a strikingly bold and beautiful new colour for 2016.

With its precision-engineered anodised aluminium shell, KEF’s MUO in Brilliant Rose looks as gorgeous as it sounds. The Brilliant Rose MUO is a Limited Edition finish, and will be available from Amazon and KEF.com for as long as stocks last.

Designed by world-renowned industrial designer Ross Lovegrove, the MUO utilises an acoustically inert, beautifully curved extruded aluminium body that lends itself perfectly to a series of vivid and vibrant colour finishes.

The award-winning Lovegrove previously collaborated with KEF on the legendary Muon loudspeakers – a milestone product in the history of loudspeakers and a high-end luxury product costing £140,000 per pair. Inspired by the mighty MUON's sculptural organic form and breakthrough technologies, MUO is the only portable speaker to draw its design language directly from this level of high-end luxury.

Alongside the launch of the Brilliant Rose finish, KEF is also releasing a stylish and durable leather case for the MUO. Made from premium full-grain leather, it protects the MUO from dents and scratches, while adding further to MUO's refined aesthetic. Wrapping seamlessly around MUO's unique form, the stylish cover offers a snug fit, and with its magnetic self-fastener it is the embodiment of style and simplicity.



The Brilliant Rose MUO comes with the leather case as standard. Purchasers of the MUO in other finishes can purchase the new leather case from **KEF.com**, or from **Amazon.co.uk** for the price of UK £39.95 (EU €49.95).

MUO streams music wirelessly via Bluetooth from your smart device or computer. Streaming music via Bluetooth aptX®, MUO delivers superb quality CD-like stereo sound: sweet, natural treble, fluid midrange and clean, tightly controlled bass. With most Android mobile devices, you can also benefit from the NFC 'tap-to-pair' function - just hold the device against MUO and they're paired ready to stream your music in seconds.

The KEF MUO has already received a considerable number of prestigious industry awards and five-star reviews: it's the **Best Portable Speaker £200+** in the **What Hi-Fi? Awards 2015**, and the winner of the **Stuff Best Bluetooth Speakers Group Test 2015**, along with many other plaudits besides.

The new limited edition 'Brilliant Rose' version joins the existing range of five colour options – Horizon Gold, Storm Grey, Light Silver, Neptune Blue and Sunset Orange.

#### **Notes for Editors: KEF MUO, Brilliant Rose Limited Edition**

- Now available in Brilliant Rose, alongside Horizon Gold, Storm Grey, Light Silver, Neptune Blue and Sunset Orange colour finishes.

- Streams superb CD-quality stereo sound wirelessly via Bluetooth aptX
- Stereo pair or 'dual-connect' party mode for room-filling sound
- Connects to any computer or mobile device
- NFC 'Tap-to-pair' function for most Android devices
- Rechargeable battery with up to 12 hours of play time
- Muon-inspired design by Ross Lovegrove with KEF engineers
- Miniature Uni-Q 'point source' driver array for class-leading clarity and definition
- Long-throw auxiliary bass radiator for tight, clean bass extension
- High performance DAC (Digital-to-Analogue Converter)
- Acoustically inert precision-engineered aluminium shell
- Curved shape with soft pads for positioning at the optimum angle with minimal surface interference

Availability: Available now via Amazon and KEF.com

Price: £299.95

### **Notes for Editors: KEF Leather Protective Cover for MUO**

- Fits seamlessly around the MUO wireless speaker
- Premium full-grain leather
- Magnetic self-fastener
- Dimensions (LxW) 270 x 218mm
- Weight: 0.1kg
- Colour: Grey
- Available via KEF.com and Amazon

Availability: Available now via Amazon and KEF.com

Price: £39.95 (EU €49.95)

For more details, please visit <http://www.kef.com>

### **RELEASE ENDS/ NO EMBARGO**

#### **About KEF**

The company was founded in 1961 by Raymond Cooke OBE (1925–1995) and was initially headquartered in a Nissen Hut on the premises of Kent Engineering & Foundry (from where the name KEF is derived) – a metal-working company on the banks of the River Medway, near Maidstone in Kent. 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, 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://uk.kef.com/muo> for more about KEF MUO

**KEF Marketing Contacts**

Michael Johnson

e: Michael.Johnson@gpacoustics.com

t: +852 2485 5245

**KEF's Media Contacts**

Dominic Dawes

e: dominic@andygilesassociates.co.uk

t: +44 (0)7769 904 782

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