

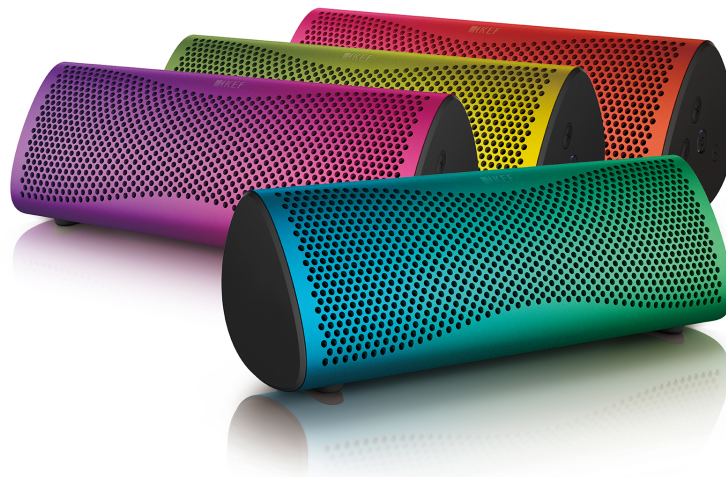


## PRESS RELEASE

For Immediate Attention

### KEF MUO: new Limited Edition released worldwide in four stunning new 'colour-gradient' finishes

Four Launch Edition finishes of award-winning portable speaker use pioneering anodising technique to create dual-colour effect for exclusive Limited Edition run of 300 units globally



Above: Each of the four new Launch Edition, colour-gradient finishes segues smoothly from one colour to another. The finishes are: Ocean (Blue to Green), Orchid (Purple to Pink), Meadow (Green to Yellow) and Sunrise (Pink to Orange)

**Kent, England – 27<sup>th</sup> June 2016** – KEF has introduced a selection of four 'Launch Edition' colour-gradient finishes for its award-winning MUO Bluetooth speaker.

Based on a set of 100 one-of-a-kind samples, originally created for display at the London Design festival – where the MUO was originally launched – the four stunning new finishes are colour-gradient designs, in which one colour smoothly segues into another across the length of the speaker's anodised aluminium chassis.

With a limited run of only 300 pieces in total worldwide, each MUO Ross Lovegrove Limited Edition is printed with Ross Lovegrove's signature, along with a number indicating its unique place in the 300.

This involves an innovative technique that subjects the aluminium casing to a process of multi-coloured anodisation, creating the stunning 'gradient' colour effect seen on the four new MUO finishes.

The four Launch Edition finishes are: Ocean (Blue to Green), Orchid (Purple to Pink), Meadow (Green to Yellow) and Sunrise (Pink to Orange).

The new colour designs have been created, like the original MUO, by world-renowned industrial designer Ross Lovegrove. Lovegrove has previously worked with KEF designing the legendary Muon loudspeakers – costing £140,000 per pair.

Lovegrove commented, 'My studio and I worked with Alex Rasmussen at Neal Feay to investigate the possibility of multi-variant coloured casings. There were five batches of 20 variants resulting in 100 individual products. Now, I've hand-selected four of these variations, which I feel offer the most striking and beautiful aesthetic, as well as optimising and celebrating the use of pure aluminium and its art value in the field of volume production.'

To design the MUO Bluetooth speaker, KEF engineers worked with Lovegrove to create an extremely strong molded internal enclosure to house MUO's innovative drivers, high-performance digital-to-analogue converter (DAC) and other internal components. These are encased in a stunningly designed and acoustically inert outer shell of extruded aluminium, with soft rubber feet optimally positioned for MUO to be sat at exactly the right angle for desktop use.

Using premium materials throughout, this high-quality structure effectively eliminates unwanted cabinet vibration – so all you hear is the rich, natural and breathtakingly detailed output of KEF's innovative drivers, and the wide, intricate soundstage they create.

MUO's internal design features KEF's high standards of acoustic engineering, designed to ensure the best possible level of sound reproduction at the price. To that end, KEF has created an ingenious miniature version of the legendary Uni-Q driver array – used in the ultra-premium Muon, Blade and Reference loudspeaker models – and using the same FEA modelling techniques.

Only 300 pieces of MUO Ross Lovegrove Launch Edition will be available worldwide at selected distributors and will only be available while stocks last.

### **Notes for Editors: KEF MUO Ross Lovegrove Launch Edition**

- Four brand new 'colour-gradient' finishes that each stunningly blend two colours
- Finishes: Ocean (Blue to Green), Orchid (Purple to Pink), Meadow (Green to Yellow) and Sunrise (Pink to Orange)
- Streams superb CD-quality stereo sound wirelessly via Bluetooth aptX
- Mono mode, stereo mode 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)

Availability: Now

Price: £349.95

Stockists:

Harvey Nichols – Knightsbridge and Birmingham stores: <http://www.harveynichols.com/>

KEF: <http://uk.kef.com/>

WallpaperSTORE\*: <http://store.wallpaper.com/>

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

## **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.

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