

PRESS RELEASE



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For press enquiries, please contact Dominic Dawes:

E: dominic@andygilesassociates.co.uk

T: +44 7769 904 782



Above: The Ministry of Sound Audio L Plus, delivering high-performance sound and state-of-the-art multi-room functionality

Enhance your home, power your party: the Ministry of Sound Audio L Plus is built to thrill

New Ministry Audio wireless speaker is the brand's most high-performance yet, with superb sound and a high-quality app interface boasting multiple built-in streaming services

London, England – October, 2015 – Ministry of Sound Audio has introduced the Audio L Plus wireless speaker, the largest and most advanced of its 2015 speaker range. The Audio L Plus boasts multiple connection options, a high-quality app featuring a plethora of music streaming services, and a sound performance meticulously tuned by the in-house team of producer/DJs who look after the world-renowned sound system at Ministry of Sound's popular London club.

The Audio L Plus offers apt-X Bluetooth wireless connectivity, as well as full Wi-Fi and multi-room functionality. It also features a slick, tap-and-swipe touch surface for changing volume and skipping tracks. The speaker's sturdy and stylish chassis contains two high-quality mid/bass drivers and two tweeters for full stereo reproduction and a powerful yet meticulously precise and punchy bass performance.

Simply stream to the Audio L Plus from your smartphone, tablet or any A2DP or DLNA devices, or from the internet via the Ministry Audio app. If using multiple units in a multi-room application, you can group your speakers into up to eight groups, playing different songs to different groups while playing the same song to all the speakers in a single group.

The stunning performance of the Audio L Plus is in large part due to its having been tuned by Ministry of Sound's Ivor Novello-winning DJ and producer, Phil Faversham, who worked with his team of in-house sound engineers and DJs to ensure the Audio L Plus delivers a sound that's dynamic, revealing and perfectly balanced – to ensure it lives up to the name of a brand whose fame is largely based on its world-famous club sound system.

The accompanying Ministry Audio app (available now on iOS and Android) delivers world-class music streaming via Spotify Connect, with both Tidal and Deezer due to be added by the end of October. The app also offers all eight channels of Ministry of Sound Radio (the world's biggest dedicated dance music radio station), as well as a unique, one-touch '*Live From The Club*' feature: at the touch of a button, every Friday and Saturday night, you can live stream the party from London's world-renowned Ministry of Sound nightclub, exactly as it happens.

Audio L Plus – NOTES FOR EDITORS:

Features

- Wirelessly connect to a home WiFi network (the number of speakers you can connect is only limited by the router's capability)
- Play music from a Tablet, Smartphones, PC or other networked devices
- Access your entire digital Music library, internet Radio and the popular music service Spotify Connect
- Use the free Ministry of Sound iOS or Android App for easy set up and control
- Play different music to each speaker or organise speakers into up to 8 groups and play the same music to each speaker in a group
- Alternatively Connect via Bluetooth with aptX
- NFC Bluetooth Pairing
- Tap and Swipe Touch surface to change volume and skip tracks
- Internal power supply
- Line In
- One button press to access music directly from the Ministry of Sound Club

Compatibility

- IEEE 802.11 b/g/n 2x2 MIMO Wi-Fi
- Apple Airplay
- DLNA
- All A2DP supported devices
- 3.5 mm audio input

Accessories

- Power Cable

Price: £299.99

Availability: October 2015

Preferred stockiest: <http://www.johnlewis.com>

For more details on Ministry of Sound, please visit: <http://ministryofsound.com>

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ABOUT MINISTRY OF SOUND:



Ministry of Sound Group is a global entertainment business comprising recorded music, artist development, music publishing, live events, digital media and a nightclub in London. Their iconic brands, which include Ministry of Sound and Hed Kandi drive a business with sales approaching £100 million, and are the heartbeat for a generation of clubbers and music fans, spanning both continents and genres. Starting life as the UK's first super-club in 1991, Ministry of Sound was instrumental in bringing club and dance music culture to Britain. Over the next 23 years the business has developed to include a world-beating compilations department, the number one 24 hour dance music radio station, an A&R department with an impressive 19 UK No.1 Singles, a tours brand that hosts over 2,000 events annually and a multi-channel digital operation with more than 4m followers.

<http://www.ministryofsound.com/>



For more information and high-res images please contact Dominic Dawes
T: +44 (0) 7769 904 782 E: dominic@andygilesassociates.co.uk
