

PRESS RELEASE



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Above: The Ministry of Sound Audio M Plus, delivering high-performance sound and full multi-room functionality for the home

Compact, flexible, with state-of-the-art sound: Ministry of Sound launches the Audio M speaker

Wireless speaker comes in two versions for total flexibility, offering everything from battery powered portability to unlimited multi-room functionality, all powered by a stunning app

London, England – 14 August, 2015 – Ministry of Sound today launches the new **Audio M Wireless Speaker**, a major new audio device aimed at satisfying the many needs of today's consumer of music and contemporary audio.

The new speaker comes in two versions: the **Audio M (£149.99)** a Bluetooth version offering apt-X Bluetooth, a True Wireless Stereo mode (in which you can pair two units to play your tunes in high-quality real stereo), battery power for portability and added

convenience, as well as the ability to remember the last seven devices it was paired with.

Then there's the **Audio M Plus (£199.99)**. This version adds full Wi-Fi and multi-room functionality to the Audio M's list of attributes. As a result, Audio M Plus manages to combine a sonically high-performance yet compact and desktop-friendly design, with the ability to connect any number of units together as part of a cohesive, easy-to use multi-room music system, all controlled from the slick Ministry Audio app.

Simply stream to Audio M Plus from your smartphone, tablet or any A2DP or DLNA devices, or from the internet via the Ministry Audio app. You can group 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.

In addition, the Audio M Plus – just like the Audio M – keeps convenience and portability front and centre. By offering the option of battery power as well as mains (unlike some key rivals), the Audio M speakers make it easy for you to simply pick up your easily transported speaker and take it to a different room or, say, the garden.

Both Audio M and Audio M Plus have been sound-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 speakers deliver a sound that's powerful, dynamic, revealing and balanced – just like the sound system at the world-famous London club.

Audio M and Audio M Plus are a pleasure to use: both offer a pleasing tap-and-swipe touch surface for controlling volume and skipping tracks, as well as NFC Bluetooth pairing. Meanwhile, the Ministry Audio app (available now on iOS and Android) delivers world-class music streaming via Spotify Connect, as well as all eight channels of Ministry of Sound Radio (the world's biggest dedicated dance music radio station), with more world-class streaming services scheduled to be added in the coming weeks.

The Ministry Audio app also offers users 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 M – £149.99 – NOTES FOR EDITORS:

Features

- Connect via Bluetooth with aptX
- Wireless Range up to 10 meters
- Remembers the last 7 paired devices
- NFC Bluetooth Pairing
- Tap and Swipe Touch surface to change volume and skip tracks
- Wirelessly connect 2 speakers in Stereo
- Internal Rechargeable Lithium-ion Battery
- 10 hours playback (at 70% volume)
- Line In

Compatibility

- All A2DP supported devices
- 3.5 mm audio input

Accessories

- Power Supply (UK/EU) and cable

Price: £149.99

Availability: August 2015

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

Audio M Plus – £199.99 – 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 Rechargeable Lithium-ion Battery
- 7 hours playback (at 70% volume)
- 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
- DLNA
- All A2DP supported devices
- 3.5 mm audio input

Accessories

- Power Supply (UK/EU) and cable

Price: £199.99

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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/>



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