

## PRESS RELEASE



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For press enquiries, please contact Dominic Dawes:

E: [dominic@andygilesassociates.co.uk](mailto:dominic@andygilesassociates.co.uk)

T: +44 7769 904 782



Above: The Ministry of Sound Audio S Plus, created by the team behind the club's world-famous sound system

# Ministry of Sound Announces Stunning New Audio Range

*The creative team behind the London club's world-renowned and multi-award-winning sound system oversee development of audio range designed to satisfy music lovers of every genre*

**London, England – 13 May, 2015** – Ministry of Sound, the world-famous nightclub and music brand, today launches its Ministry of Sound Audio Range, featuring a host of premium audio devices including portable wireless speakers, Wi-Fi-connected multi-room home speakers and high-quality headphones.

Manufactured in close collaboration with the creative team of sound engineers and in-house DJs behind 'The Box' (Ministry's main-room sound system, regarded by many as the best club sound system in the world), the new products have been designed from the ground up to deliver the highest standards of audio quality to all music lovers, regardless of genre.

With such impeccable credentials in the realm of club sound, the team – led by Ivor Novello-winning artist and producer Phil Faversham – were tasked with overseeing the tuning of the new range. They have ensured that the new products exude Ministry's famous sound reproduction prowess, as well as the passion for music that has made the Ministry of Sound record label one of the biggest independent music companies in the world.

The new audio range complements these two aspects of Ministry: a world-leading independent record label whose diverse roster of acts includes London Grammar, Wretch 32 and DJ Fresh, and the club itself, with its world-beating sound system. These twin passions – for great music and incredible sound – lie behind the creation of the Ministry of Sound Audio range.

There are five wireless speakers in the range, and four pairs of headphones. The concept behind the new products is to allow consumers to bring a piece of the club's legendary sound quality into their lives, whether at home or on the move. This concept is further enhanced by the wireless speakers' interface, which features one-touch streaming of the live club feed every Friday and Saturday night.

The connected WiFi speakers are fully interoperable with all OS platforms, including Apple Airplay and DLNA, and support multi-room playback as well as the most popular music streaming services. There's a new smartphone and tablet app that lets you browse and play your music from any device and stream different songs in each room, as well as customise features and access exclusive content.

## **THE MINISTRY OF SOUND AUDIO RANGE – NOTES FOR EDITORS:**

### **Audio S Plus – £129.99**



## Features

- Bluetooth Stereo Connectivity
- Wireless Range up to 10 meters
- Rugged Splash proof Design (IPx4)
- Remembers the last 7 paired devices
- NFC Bluetooth Pairing
- Speakerphone Function
- Wirelessly connect 2 speakers in Stereo
- Internal Rechargeable Lithium-ion Battery
- 15 hours playback
- Line In
- Micro USB Charging Port

## Compatibility

- All A2DP supported devices
- 3.5 mm audio input
- Phones that support Bluetooth Hands-Free Profile [HFP1.5]

## Accessories

- Metal Stand
- 2 Rubber Bands
- Power Supply (UK/EU/US) and cable

## Audio M (Bluetooth) – £149.99



## 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
- 4 hours playback
- Line In

## Compatibility

- All A2DP supported devices
- 3.5 mm audio input

## Accessories

- Power Supply (UK/EU) and cable

## Audio M Plus (Wi-fi & multi-room) – £199.99



## 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
- 4 hours playback
- 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 Supply (UK/EU) and cable

## **Audio L Plus – £299.99**



## 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

## Audio S – £79.99



## Features

- Bluetooth Stereo Connectivity
- Wireless Range up to 10 meters
- Rugged Splash proof Design (IPx4)
- Remembers the last 8 paired devices
- NFC Bluetooth Pairing
- Internal Rechargeable Lithium-ion Battery
- 15 hours playback
- Line In
- Micro USB Charging Port

## Compatibility

- All A2DP supported devices
- 3.5 mm audio input

## Accessories

- 2 Rubber Bands
- Micro USB cable

## Audio In – £39.99



## Features

- In line Remote and Mic to take calls and skip tracks on iOS devices and Smartphones (Functionality may vary by device)
- 1.2m Anti-tangle Flat Cable
- Sound Isolation

- 3.5mm Stereo plug
- Clothing Clip
- Ear Tips S,M,L
- Carry Pouch

## Audio In Plus (wireless Bluetooth) – £99.99



### Features

- Bluetooth Connectivity
- Wireless Range up to 10 meters
- NFC Bluetooth Pairing
- In line Remote and Mic to take calls and skip tracks on iOS devices and Smartphones (Functionality may vary by device)
- 1.2m Anti-tangle Flat Cable
- Rechargeable 5 hour battery
- Charging via micro USB
- Sound Isolation
- Flexible ear clip
- Clothing Clip
- Ear Tips S,M,L plus 3 x sports buds
- Carry Pouch



## Audio On – £99.99



### Features

- In line Remote and Mic to take calls and skip tracks on iOS devices and Smartphones (Functionality may vary by device)
- 1.3m Detachable Flat Cable
- Sound Isolation
- 3.5mm Line in
- Foldable with Travel Case

## Audio On Plus (wireless Bluetooth) – £149.99



## Features

- Bluetooth Connectivity
- Wireless Range up to 10 meters
- NFC Bluetooth Pairing
- Tap and Swipe Touch surface to change volume and skip tracks
- In line Remote and Mic to take calls and skip tracks on iOS devices and Smartphones (Functionality may vary by device)
- 1.3m Detachable Flat Cable
- Rechargeable 12 hour battery
- Charging via micro USB
- 3.5mm Line in
- Sound Isolation
- Foldable with Travel Case

**Product availability:** From June 2015

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

**RELEASE ENDS/ EMBARGOED UNTIL: 6.00pm 13<sup>th</sup> MAY 2015**

## 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](mailto:dominic@andygilesassociates.co.uk)

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