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PRESS RELEASE

For Immediate Attention

KEF LAUNCHES ALL-NEW SPEAKER RANGE

New R Series Incorporates KEF Blade Technologies to Produce Performance Approaching Reference Series Standards at Much More Accessible Price Points



Celebrating its 50th Anniversary year, KEF has announced the introduction of its all-new R Series range of high-performance speakers. Featuring many of KEF's latest innovations in premium hi-fi and home entertainment loudspeaker technology, the R Series seeks to make higher-end audiophile standards of sound reproduction more affordable. Fluent new Uni-Q® driver arrays combine with new bass drivers and several other innovations to create a rich, spacious sound image of such accuracy that it approaches the benchmark standards of KEF's Reference Series.

The new Uni-Q MF/HF driver array ensures that midrange response is fast and clean, thanks to a braced magnesium/aluminium alloy cone, with KEF's Z-flex surround smoothing the transition to the front panel and a sturdy, decoupled, die-cast aluminium chassis that prevents resonance being transferred to the cabinet. At the acoustic centre of the midrange cone is the same

sophisticated vented tweeter that endows the KEF Blade with such pure HF response. With a large neodymium magnet and a computer-optimised dome structure so stiff that it operates pistonically over its entire working range, the upper registers are articulated with precision – and to capitalise on Uni-Q's point source characteristics, KEF's 'tangerine' waveguide helps to disperse the higher frequencies evenly across a wider angle to flood the room with an intricate and natural soundfield. Operating together as a single, perfectly integrated voice, the array as a whole delivers an accurate sound of great clarity.

The new bass driver is equally impressive. The combination of a massive vented magnet assembly and a large, lightweight aluminium voice coil driving a light, stiff and strong hybrid cone assures clean, deep and uncompressed bass output with excellent dynamics and power handling.

Inside the cabinets (in a choice of classic, highly polished Piano Black and satin real wood veneer finishes in Rosewood or Walnut) every component manifests KEF's technology prowess. Computer-designed crossovers allow the level of each driver to be fine-tuned for a smoother, flatter response. Constrained layer damping panels prevent cabinet vibration from muddying the mid-range and bass – even the airflow through the reflex ports is managed using computational fluid dynamics to optimise acoustic integrity.

With nine elegant models including three floorstanders, two bookshelf speakers, two fully-specified and timbre-matched centre channels, dipole surrounds and a powerful twin driver, 500 Watt subwoofer, the all-new R Series represents a decisive step forward in the enjoyment of music or film. By incorporating the high end technologies of KEF Blade in a classically elegant format, it gives serious audiophiles surprisingly accurate reproduction that, in keeping with founder, Raymond Cooke's philosophy 'neither adds to nor subtracts anything from the original recording'. The range is a fitting tribute to KEF's 50 years of innovation in sound.

The new KEF R Series will be available: **October 2011**

Suggested Retail Prices

R100 Two-way bass reflex bookshelf - £600.00 pair

R300 Three-way bass reflex bookshelf - £1000.00 pair

R500 Three-way bass reflex floorstander - £1500.00 pair

R700 Three-way bass reflex floorstander - £2000.00 pair

R900 Three-way bass reflex floorstander - £2750.00 pair

R200c Three-way bass reflex centre channel - £650.00 piece

R600c Three-way bass reflex centre channel - £900.00 piece

R800ds Three-way dipole - £1000.00 pair

R400b Powered subwoofer (Closed-box) - £1000.00 piece

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All information provided is subject to change without notice. All prices quoted are recommended retail and include VAT.