



## PRESS RELEASE

For Immediate Attention

# Improving on greatness: KEF introduces LS50 Wireless

*New active music system takes the globally-renowned LS50 design and evolves it into a truly contemporary lifestyle audio product – stylish, digital and wireless*



**Kent, England – 14<sup>th</sup> October, 2016** – KEF has announced the LS50 Wireless, a completely active, digital and wireless lifestyle audio system consisting of two speakers whose connection to your music source is completely wireless. Designed in honour of the 55<sup>th</sup> anniversary of KEF, the LS50 Wireless is closely based on the design of the world-renowned LS50 speakers – winners of multiple awards and five-star reviews around the world.

Consistent with KEF's mission to bring exceptional levels of audio quality to contemporary consumers who require seamless harmony between their devices, the LS50 Wireless system is the fruit of a project designed to blend easy, wireless connectivity, centred around handheld devices, with the timeless and exceptional audio quality of one of the world's most successful and critically-acclaimed speakers – KEF's original LS50s.

All the outstanding acoustic features of the original LS50s are retained. The cabinet, Uni-Q driver, port and cabinet bracing are all the same as in the award-winning original design. KEF's world-renowned Uni-Q driver technology places the tweeter in the exact acoustic centre of the bass/midrange cone, so that both act as a single point source that disperses the sound more evenly throughout the room than any rival speaker.

To these original elements KEF has added a host of state-of-the-art technologies that allow LS50-level audio quality within a sleek, 21<sup>st</sup> century lifestyle product. Audiophile-grade amplification (2 x 230-watt, in a bi-amp dual mono configuration, factory matched and optimized for high-level performance) gets rid of the need for external amplification and saves precious living room space.

An advanced, time-correcting DSP crossover ensures perfect time alignment between low and high frequencies, so that every frequency of the sound arrives at your ears at the exact same time. This theoretical ideal is made possible by the unique sound dispersion performance of KEF's UNI-Q driver, creating an unrivalled sound performance.

The LS50 Wireless system uses a 192kHz/24-bit high-resolution digital signal path throughout, and a dedicated DAC (Digital-to-Analogue Converter) for each channel, ensuring optimal sound quality.

Having significantly increased lifestyle convenience for consumers by dispensing with the need for external amplification – while keeping sound quality at exemplary levels – KEF hasn't stopped there. The LS50 also offers a comprehensive set of high-quality wireless connectivity options: 2.4GHz/5GHz Dual-band Wi-Fi Network connectivity and Bluetooth 4.0 aptX deliver the highest possible quality of wireless music transmission, delivering both high performance and seamless compatibility with the digital devices used by today's consumers.

And for any situation in which the user wants or needs to apply a wired connection, the LS50 Wireless caters for that, too, with an Asynchronous USB (Type B) connection, a TOSLINK Optical socket and even a set of traditional RCA Phono sockets.

The original LS50s were inspired by the legendary LS3/5a loudspeaker. With the LS50 KEF pushed the sonic standards of professional studio monitoring into the home. Now, with LS50 Wireless, KEF has turned this high-performance audio concept into an authentic lifestyle audio design, with convenience, ease-of-use, absence of added clutter, a stylish physical presence and wireless music connectivity all making the LS50 Wireless a product that will satisfy the desires of today's music lover.

## **Notes for Editors: KEF LS50 Wireless**

- Multiple Award-winning LS50 design now evolved into high-performance lifestyle audio product with wireless music connectivity
- Great sound of LS50 taken to next level by time-correcting DSP crossover
- KEF's unique Uni-Q driver technology
- Dedicated high-performance DAC (Digital-to-Analogue Converter) for each individual driver (four in total)
- Up to 24 bit high-resolution, depending on source resolution
- 2.4GHz/5GHz Dual-band Wi-Fi Network
- Bluetooth 4.0 aptX
- Subwoofer output
- Eight-device Bluetooth memory
- Ten-metre Bluetooth range
- Available in Titanium grey/Red, Gloss Black/Blue, and Gloss White/Copper finishes

Availability: November 2016

Price: £2000

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.

### **KEF Marketing Contacts**

Michael Johnson

e: Michael.Johnson@gpacoustics.com

t: +44 (0)7517 423 432

### **KEF's Media Contacts**

Dominic Dawes

e: dominic@andygilesassociates.co.uk

t: +44 (0)7769 904 782

All information provided is subject to change without notice. Any prices quoted are recommended retail and include VAT where applicable. KEF, Tangerine Waveguide, and Uni-Q are registered trademarks. All rights reserved.