



PRESS RELEASE

Porsche Design and KEF launch exclusive Hi-Fi audio systems

Iconic Design meets exceptional acoustics in GRAVITY ONE, SPACE ONE and MOTION ONE



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Kent, England. Premium-lifestyle brand Porsche Design and KEF, an originator of British high-fidelity sound, have collaborated to develop a trio of Hi-Fi systems embodying the refined style of Porsche Design and the peerless sound of KEF. GRAVITY ONE, MOTION ONE and SPACE ONE offer the most demanding consumers a new level of design and audio performance.

This collaboration stems from Porsche Design's desire to deliver Active Noise Cancelling headphones along with Bluetooth® headphones and speakers, which are also essential to today's style-savvy business travellers. In order to craft headphones with sound that matches the excellence of their design, Porsche Design partnered with KEF, a company with its own long-standing heritage and reputation for high-fidelity sound and refined aesthetics.

GRAVITY ONE – Pure minimalism with 360° listen-anywhere sound and powerful call function

Designed by the renowned Studio F. A. Porsche in Zell am See, Austria, the GRAVITY ONE Bluetooth® speaker's winged design, crafted from a single piece of aluminium, and black accents showcase Porsche Design's distinctive design language. KEF's signature 'sit-anywhere' Uni-Q® technology projects sound 360° around the room for total freedom of listening, while configured back-to-back, twin force-cancelling auxiliary bass radiators cancel out unwanted forces and distortion, leaving only clean, natural bass. Bluetooth® Qualcomm® aptX™ audio support provides CD-like quality sound without wires, a dedicated microphone, controls for calls, backup power for mobile devices, a 3.5mm aux-in for other devices and up to 10-hours of play time make it an ideal Bluetooth® speaker.

MOTION ONE – Sleek, compact design with precision engineering for wireless Hi-Fi sound

The MOTION ONE in-ear headphones feature brushed aluminium housings with a titanium finish and high-contrast black soft silicone neckband which perfectly complements the professional attire of today's global traveller. Precision engineering with Hi-Fi grade materials, expert tuning and advanced acoustic engineering create tight bass, spacious mid-range and crisp high-tones for a listening experience far bigger than their size. A powerful antenna optimised for uncompromised music transmission ensures sound is rich, accurate and natural. Listen to music the way you want to: connect to compatible smart devices wirelessly using Bluetooth® Qualcomm® aptX™ audio for CD-like quality sound, or use an optional cable for high resolution audio. A pivoted outer edge allows the headphone cable to be placed over the ear for additional support, while an ergonomic shell, angled to fit the ear canal, provides a comfortable fit. Water resistance, and a built-in battery offering 10 hours of playtime ensures a premium Hi-Fi listening experience from commuting and travelling, to jogging and exercising, while integrated telephone functions are included on the neckband for complete ease of use.

SPACE ONE – Understated styling containing expertly-tuned noise-cancelling to preserve the nuances of music.

The over-ear SPACE ONE active noise-cancelling headphones feature a bold and distinctive use of aluminium in their shells, with a sandblasted titanium finish. Every

element has been intricately tuned and styled to craft headphones, which deliver the confidence of Porsche Design, while creating superior KEF sound. Inside, KEF's specially-tuned active noise cancellation eliminates external noise without affecting the nuances and details that bring music to life, preserving smooth high-tones, lush mid-range and tight bass for total musical enjoyment. Engineered for high-fidelity sound, it uses 40mm drivers together with a large 20mm neodymium magnet and a lightweight copper-clad aluminium wire voice coil. 'Racetrack' around-ear pads made from breathable, sweat-resistant leatherette over memory foam provides extreme comfort, allowing for hours of wearing.

This trio of Porsche Design sound products provides a new range of essentials for the discerning listener, all with class-leading KEF acoustics and iconic Porsche Design style. All products will be available from the end of September 2016 at Porsche Design stores, KEF stores, carriers and retailers worldwide.

Prices and availability:

MOTION ONE: £219.95

GRAVITY ONE: £329.95

SPACE ONE: £369.95

About Porsche Design

Porsche Design is a premium-lifestyle brand founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build a company that takes the principles and spirit of Porsche beyond the automotive world. All Porsche Design products stand for precision and perfection, smart functions, refined sporty-elegant design and boast an impressive level of technological innovation. Created and engineered by the legendary Studio F. A. Porsche in Austria and brought to life by carefully-selected manufacturers. Porsche Design products are sold worldwide in over 140 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (www.porsche-design.com).

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: www.kef.com for more about KEF and its products.

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