



PRESS RELEASE

For Immediate Attention

KEF announces new iteration of hugely popular Q Series speakers



New and improved mid-priced hi-fi speaker range boasts stunning raft of new features designed to enhance all elements of performance and design

Kent, England – 18th May, 2017 – KEF has announced the launch of its new, 8th iteration, Q Series loudspeakers. The Q Series has won countless accolades in the past for offering consumers a highly sophisticated and accomplished sound performance for a ‘mid-price’ outlay. This new Q Series boasts an incredible raft of new features and improvements that will enhance the Q Series’ reputation still further.

The new Q Series consists of two bookshelf speakers (Q150 and Q350), three floorstanding speakers (Q550, Q750 and Q950), and a centre speaker (Q650c). The

series boasts a huge number of acoustic innovations and enhancements to make it the most accomplished Q Series range yet. KEF's signature Uni-Q driver has been enhanced by adding a new Damped Tweeter Loading Tube, significantly enhancing performance in the lower treble. A new, low-distortion inductor on the crossover provides the new Q Series speakers with even cleaner bass.

The new range's two bookshelf speakers – the Q150 and the Q350 – benefit from a CFD (Computational Fluid Dynamic) port design. This port has also been moved to the rear of the speaker, a move that improves clarity by reducing the audibility of midrange leakage through the port. The Uni-Q driver in the Q150 and Q350 has also been moved to the middle of the cabinet, reducing unwanted internal resonances, and improving sonic clarity and detail still further.

The new Q Series floorstanders (the Q550, Q750 and Q950) are also the beneficiaries of a huge raft of acoustic enhancements. Their low-frequency drivers have a larger roll surround, and new spiders – both for a cleaner bass response at high volumes – while a new paper cone improves midrange clarity. In addition, the floorstanders' ABR (Auxiliary Bass Radiator) has been enhanced by a new surround and a new rear suspension, significantly delivering more controlled and potent bass, even at high volumes.

The new Q Series floorstanders also benefit from a new closed box midrange cabinet: this reduces the load on the Uni-Q midrange cone, increasing clarity and detail, as well as delivering a cleaner, punchier bass. Performance has benefited significantly as a result of improvements to the mid-bass driver, which have also facilitated the removal of a DC blocking capacitor, improving even further the speakers' midrange clarity and a more natural bass roll-off between drivers.

The Q650c centre speaker also benefits from the closed-box midrange cabinet, reducing midrange excursion at low frequencies, thus eliminating distortions. The Q650c is also enhanced by the new crossover component it shares with the new Q Series floorstanders.

Available in both black and white finishes, the design of KEF's new Q Series is both elegant and modern, including a contemporary matt satin finish that gives the speakers an elegant presence as well as referencing the design world's latest trends.

They also boast a seamless baffle, and magnetic grilles, guaranteeing a beautifully clean look. This is unusual at this price point, where most speakers will have unsightly holes or protrusions designed to accommodate the grille.

With the brand new 8th iteration Q Series, KEF is set to deliver to music lovers even greater performance, value for money and owner satisfaction than ever before.

Notes for Editors: KEF Q Series

- KEF launches 8th iteration of Multiple Award-winning Q Series loudspeakers
- Uni-Q enhancement – new damped tweeter loading tube
- New Low-distortion inductor on crossover
- Floorstanders (Q550, Q750 and Q950) have new paper cone bass driver
- Floorstanders have closed-box midrange cabinet, reducing load on Uni-Q driver
- Improvements to bass drivers to create cleaner, punchier bass, even at high volumes
- Bookshelf speakers' Uni-Q drivers moved to centre of cabinet
- New port design with port repositioned to rear of speaker – improves bass performance of bookshelf models (Q150 and Q350)
- Seamless baffles with magnetic grilles – neater look than most at this price point
- Available in stylish, on-trend White and Black matte finishes

Available to order now

Prices:

Q150 Bookshelf: £430 per pair

Q350 Bookshelf: £530 per pair

Q550 Floorstand: £850 per pair

Q750 Floorstand: £1,150 per pair

Q950 Floorstand: £1,430 per pair

Q650c Centre: £550 per piece

For more details, please visit <http://www.kef.com>

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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.

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