



**PRESS RELEASE**

# **KEF announces TIDAL functionality on LS50 Wireless**



**Kent, England – 9th June 2017** – KEF today announces its partnership with TIDAL, the global music and entertainment streaming platform.

The new partnership integrates TIDAL into the app of the KEF LS50 Wireless, the ground-breaking new wireless streaming music system from the world-renowned speaker brand.

This collaboration makes high-resolution audio enjoyment easier than ever for discerning music lovers, bringing hi-fi quality songs and high-quality videos to users of the new market-leading, high-quality audio streaming solution, the KEF LS50 Wireless.

Designed specifically to satisfy the needs of consumers who demand the highest possible quality of sound performance, but who also want the sleek, hassle-free design and smart, connected convenience of wireless streaming, the KEF LS50 Wireless is

perfectly complemented by TIDAL's detailed, uncompressed, lossless streaming music files.

TIDAL provides more options for a music lover's connected music listening experience, and shares KEF's absolute dedication to high resolution sound and original performance quality music reproduction. All music is easily enjoyed by LS50 Wireless users without compromising on sound quality.

TIDAL is now integrated into the navigation drawer inside the LS50 Wireless app and will be accessible after a simple app update. Users with a TIDAL subscription need only to tap on TIDAL and log in to begin enjoying TIDAL's enormous catalogue of music through KEF's innovative, stylish and high-performance audio streaming solution recently described by Hi-Fi+ Magazine as "one of those important products that we'll still be talking about long into the future".

For more info: [www.tidal.com/kef](http://www.tidal.com/kef)

## **RELEASE ENDS**

### **About TIDAL**

TIDAL is a global, experiential, entertainment platform built for fans, directly from artists around the world. TIDAL members enjoy exclusively curated content that directly connect artists with their fans in multiple ways. The service offers high-fidelity, CD sound quality audio streaming along with 'Master' quality recordings in partnership with MQA (Master Quality Authenticated), high resolution video, an opportunity to discover new artists via TIDAL Rising and unique experiences via TIDAL X. TIDAL is available in more than 52 countries, with more than a 46 million song catalog and 159,000 high quality videos. For more information, please visit [www.tidal.com](http://www.tidal.com).

Follow TIDAL at <http://facebook.com/tidal>, <http://twitter.com/tidalhifi> and <https://instagram.com/tidal/>

### **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](http://www.kef.com) for more about KEF and its products.

### **About KEF LS50 Wireless**

Based on the award-winning LS50 speakers and sharing the same acoustics features, the LS50 Wireless is a complete and fully active music system that enables users to easily enjoy exceptional sound quality previously only achieved by an array of sophisticated components. Featuring a 192kHz/24-bit high-resolution digital signal path from beginning to end, the LS50 Wireless is driven by factory-optimised 230-watt x2 amplification in a bi-amp dual mono configuration. Advanced time-correcting DSP crossover with KEF's exclusive Uni-Q technology allowing LS50 Wireless to create a more detailed, accurate three-dimensional sound image. Combining audiophile grade amplification, sound processing and comprehensive connectivity, LS50 Wireless brings Hi-Fi sound to the new generation of digital music lifestyle.

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