



PRESS RELEASE

For Immediate Attention

KEF launches lustrous MUO Metal wireless speaker exclusively at Harrods



The compact metal MUO has inherited the MUON's sculptural form and breakthrough sound technologies

Kent, England – 7th August 2017 – KEF, one of the originators of British hi-fi sound, has unveiled the latest version of its MUO wireless speakers, the MUO Metal, which will launch exclusively at Harrods this month.

Created from an ongoing collaboration between KEF and visionary designer Ross Lovegrove, the newly released MUO Metal with distinguishing reflective finishing pays

tribute to Lovegrove's iconic MUON loudspeaker as well as embodying the engineering excellence for which KEF is renowned.

The MUO Metal's distinctive polished-chrome body features a subtle hairline finish, which requires special expertise to achieve. Its sleek, reflective exterior echoes the look of the original MUON and exudes Lovegrove's unique and timeless style.

The MUO Metal's sound is equally impressive, offering high-definition acoustics despite its compact size. Containing miniature Uni-Q driver arrays, the MUO Metal will fill any room with exceptionally accurate sound, reaching all listeners equally no matter where they sit. Add to this a clean, tightly controlled bass, sweet, natural treble and fluid midrange, and you will soon realise you're in the presence of something truly remarkable.

Whether you're indoors or out, at home, at work or on the move, the versatile KEF MUO Metal has the capability to stream superlative CD-like quality sound wirelessly from most smart devices or computers via Bluetooth aptX® for up to 12 hours. With NFC Android devices, simply "tap-to-pair" for effortless streaming of music in seconds.

KEF believes that everyone should experience the highest quality of reproduced audio content and the MUO Metal delivers from this aspect too. Thanks to an internal sensor, it automatically optimises its output to suit both horizontal and vertical orientation, giving flawless, full-bodied sound whichever way it is positioned. It can also be paired with a second MUO speaker in "dual connect" party mode for larger gatherings to give excellent scale of soundstage.

The new MUO Metal is now available alongside five standard colours - Horizon Gold, Storm Grey, Light Silver, Neptune Blue and Sunset Orange.

Notes for Editors: KEF MUO Metal

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- Now available in MUO Metal, alongside standard colours of Horizon Gold, Storm Grey, Light Silver, Neptune Blue and Sunset Orange
- MUON-inspired design by Ross Lovegrove with KEF engineering
- Resembles the MUON's sculptural organic form with an expertly applied reflective exterior
- Streams superb CD-like quality sound wirelessly from most smart devices or computers via Bluetooth aptX® for up to 12 hours
- Supports additional "dual connect" stereo or party mode for room-filling sound with two MUOs

- Automatically optimises its output to suit both horizontal and vertical orientation

Price: £349.95

KEF MUO Metal Wireless speakers will be available exclusively from Harrods Technology, on the Third Floor.

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

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.

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