



PRESS RELEASE

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KEF introduces LS50 Wireless 'Nocturne' by Marcel Wanders



Globally-renowned design studio Marcel Wanders collaborates with British audio pioneer KEF to produce stunning Special Edition of 2017's game-changing lifestyle audio system

Kent, England – 17th October 2017 – Today, in the inspiring setting of the Andaz Amsterdam Prinsengracht, KEF has launched an exciting Special Edition of its highly-renowned LS50 Wireless Digital Music System – the **LS50 Wireless 'Nocturne' by Marcel Wanders**. The internationally-renown designer, together with KEF Head of Acoustics Dr. Jack O'Leary-Brown, brought the 'Nocturne' experience to life during a Q&A session moderated by renowned Dutch technology journalist, Vivianne Bendermacher. The event was rounded off with music from Dutch DJ and KEF Brand Ambassador, Sander van Doorn.

Admired globally for its bold, innovative and holistic design, Marcel Wanders has created 'Nocturne', a stunning special edition of LS50 Wireless. The inherently circular nature of KEF's Uni-Q driver and musical notation symbols subtly blend with unique architectural and rhythmic elements to create a sophisticated design. Selected elements of the design can be discovered to glow in the dark. The LS50 Wireless 'Nocturne' by Marcel Wanders lends a vibrant luminous visual quality and magical atmosphere to its surroundings. This sensuous aesthetic quality sets it apart from any other music system; making a lasting and memorable experience.

"There is an orchestrated tempo to this medley. By allowing for individual discovery of the musical elements, the design possesses a distinctive rhythm all on its own." Marcel Wanders says.

Gabriele Chiave, creative director at Marcel Wanders, adds, "We wanted to honour the nocturnal concept. The eloquent depth to the light and dark shades, textures and patterns allude to what you would experience in a dream-like state."

Based on the original LS50 Hi-Fi speakers – which won countless awards and accolades around the world for their exquisite sound performance – KEF LS50 Wireless is consistent with KEF's mission to bring exceptional levels of audio quality to contemporary music lovers who require seamless harmony between their devices. By offering a comprehensive set of high quality wireless connectivity options: 2.4GHz/5GHz Dual-band Wi-Fi Network connectivity and Bluetooth 4.0 aptX LS50 Wireless delivers the highest possible quality of wireless music transmission, delivering both high performance and seamless compatibility with the digital devices used by today's consumers.

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.

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 usability for consumers by dispensing with the need for external amplification – while keeping sound quality at exemplary levels – KEF hasn't stopped there.

LS50 Wireless is truly an audio product for our times, and one that is changing expectations of what can be achieved in terms of blending wireless streaming, compact and beautiful design, and high-level audio performance. With the LS50 Wireless 'Nocturne' by Marcel Wanders, a visionary new aesthetic design – musical, rhythmic

and sculptural in nature – has been added to create a magically compelling audio system like no other in the world.

Notes for Editors: KEF LS50 Wireless ‘Nocturne’ by Marcel Wanders

- Marcel Wanders creates stunning special edition of LS50 Wireless
- Sensuous aesthetic quality of the design, with musical symbols intricately included
- Some elements of the design can glow in the dark, creating a vibrant luminous visual quality and magical atmosphere to its surroundings
- LS50 Wireless uses 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

Retail Price: £2299

For more details, please visit www.kef.com

RELEASE ENDS/ EMBARGO UNTIL 17TH OCTOBER 2017

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.

About Marcel Wanders

Marcel Wanders is a leading product and interior design studio located in Amsterdam, credited with 1,900+ iconic projects. Marcel Wanders works with premium brands such as Alessi, Baccarat, Bisazza, Christofle, Decorté, Flos, KLM, Hyatt Hotels Corporation, Louis Vuitton, Morgans Hotel Group, Puma, among scores of others. Under Marcel Wanders' creative leadership and direction, and with the support of Gabriele Chiave as creative director since 2014, Marcel Wanders employs over 50 design and communication experts. Marcel Wanders' 27 years of designs are celebrated in some of the most renowned museums in the world, including the Centre Pompidou (FR), MoMA (US), and Stedelijk Museum Amsterdam (NL).

Marcel Wanders' chief concern is bringing the human touch back to design, ushering in what he calls design's 'new age,' in which designer, craftsperson and user are reunited. In his process, Marcel Wanders defies design dogma, preferring instead of focus on holistic solutions rather than the technocratic. In this universe, the coldness of industrialism is replaced instead by the poetry, fantasy and romance of different ages, vividly brought to life in the contemporary moment.

Visit: www.marcelwanders.com for more information about Marcel Wanders.

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