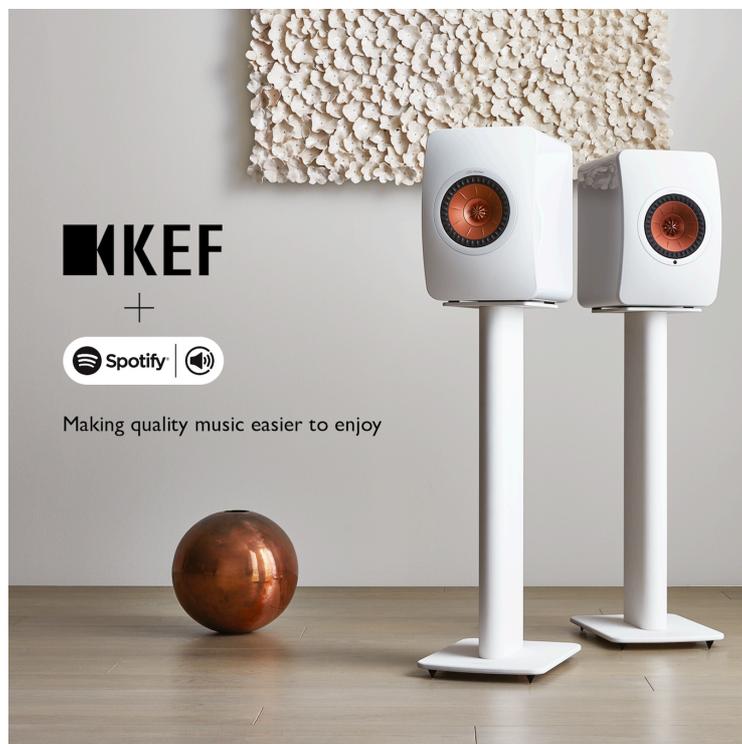




## PRESS RELEASE

### **KEF brings Spotify Connect to KEF LS50 Wireless, making quality music easier to enjoy**



**Kent, England – October 2017** – KEF is today announcing the introduction of Spotify Connect to LS50 Wireless. Now over 30 million Spotify songs can be streamed straight to LS50 Wireless, bringing seamless, effortless playback into the home.

With Spotify Connect built into LS50 Wireless, music lovers can stream Spotify's entire library directly from cloud so streaming music is never interrupted again. Listeners can watch videos, play games, answer phone calls and more, all without causing pauses or interruptions to their musical enjoyment. Music will continue to play even as the listener leaves the room or goes out of range.

Once LS50 Wireless and Spotify Connect are running, the Spotify app on the smart device becomes a dedicated Spotify remote control. Power demands are significantly reduced without the need to stream, keeping smart devices usable for longer and avoiding the hassle of charging.

Users can activate this feature after a simple update of the speaker's firmware and the KEF LS50 Wireless APP.

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

### **About 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.

### **About Spotify**

Spotify is an award-winning digital music service that gives you on-demand access to over 30 million tracks. It is one of the biggest music streaming service of its kind globally, available in 60 markets and with more than 100 million active users.

### **About Spotify Connect**

A better way to listen at home. Play Spotify through your speakers, laptop and TV, using the Spotify app as a remote. Enjoy the music together.

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