



**PRESS RELEASE**

**For Immediate Attention**

## **KEF enhances new Q Series with Q50a Dolby Atmos-enabled surround speaker**



**Maidstone, Kent – January 2018** – KEF has today launched the Q50a Dolby Atmos-enabled surround speaker, designed to enhance the award-winning new Q Series loudspeakers by making any KEF Q Series surround configuration perfectly compatible with the ground-breaking surround sound format, Dolby Atmos.

Designed to work seamlessly with the KEF Q Series range as well as other AV speaker systems, the Q50a is a Dolby Atmos-enabled, upward-firing speaker designed to be placed on top of front and rear satellite speakers, to deliver the 'height' sound information provided by any Dolby Atmos-compatible amplifier.

The Q50a's sound performance has been expertly tuned by KEF acoustic engineers to bring an extraordinarily immersive, cinematic verticality of Dolby Atmos sound into your home without mounting overhead speakers, using precision ceiling reflection. Q50a can also be easily mounted on the wall using dedicated keyhole fixings, creating a high-fidelity home surround sound experience.

The use of a Damped Tweeter Loading Tube – a rubber, chisel shaped damper – keeps high frequencies sounding detailed and natural. At the heart of Q50a is the latest Q-Series Uni-Q driver array. It features a lighter cone return, improved spider suspension, and a new generation of cone neck decoupler, to create excellent dynamics with a supremely accurate, fast, and clean sonic response.

Designed as a vital part of the Q Series family, Q50a's visual design shares consistent elements with other Q Series speakers.

Dolby Atmos is more than surround sound. It is an audio processing technology that creates an audio environment putting you at the centre of the movie, and turns the home cinema experience into something truly extraordinary.

The world around you is filled fully with three-dimension of sound, from the quiet flutters of a butterfly's wings to the aggressive sounds of a star-ship's lasers. As these objects move across the screen, their sounds move around you in the room.

With all the audio engineering expertise contained within the KEF Q50a Dolby Atmos-enabled surround speaker – along with the rest of the award-winning new Q Series – watching a film at home will never feel the same again.

## **Notes for Editors: KEF Q50a**

### **Dolby Atmos-enabled surround speaker**

- Q50a Dolby Atmos-enabled surround speaker
- Designed as a part of the Q Series family, with aesthetic design and finishing consistent with the rest of the series
- Designed to be placed on top of the Q Series, it could also pair up with other floorstanding or bookshelf speakers
- Integrates perfectly with the Q series, with the same and latest Uni-Q driver array technology as used in all new Q Series speakers
- Damped Tweeter Loading Tube (Technology originally developed in THE REFERENCE Series)
- Wall-mount keyholes for wall-mounting
- Available in satin black and stain white finishes

**Availability: Available now**

**Price: £450 per pair (SRP)**

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

## **RELEASE ENDS**

### **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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