



## **PRESS RELEASE**

**For Immediate Attention**

# **The legendary KEF LS50 – now in a special black edition**



**Maidstone, Kent – January 2018** – Five years since the launch of the anniversary model LS50, KEF has just launched a special LS50 Black Edition.

Featuring the highly acclaimed Uni-Q driver array in black set in a matt black cabinet coated with metallic powder, the LS50 Black Edition also has a special plaque featuring a unique serial number for each pair of speakers. The finished product in all black renews the celebratory context of the original LS50 – with added authority and sleek sophistication.

Each pair also features a unique Black Edition trim ring and black Chrome plated terminals – all of which combine to convey disproportionately huge impact and gravitas in a bookshelf-sized package.

Created to extend the LS50 range, this new Black Edition also contains all the state-of-the-art acoustic end engineering innovations found in the standard finish LS50, guaranteeing a top-class musical performance to complement the visual appeal. This is a range that four years ago won gushing praise, and swept the Product of the Year awards across highly respected media brands such as What Hi-Fi? and Stereophile, among many others.

## **Notes for Editors: KEF LS50 Black Edition**

- **All Black Drivers** - All Black Uni-Q Driver array
- **Black Edition Trim Ring** - The Matte Black Trim ring matches with the All Black Uni-Q driver array. The Trim ring also comes with the "Black Edition" model name
- **Black Edition Plaque** – Each pair of this special edition comes with a diamond cut deco plaque with a laser-etched unique number on the back of the speaker
- **Black Chrome Plated terminal** - The colour matching is meticulously created down to the finest detail, and the Black Chrome plating components are also measured by the acoustics team to make sure there is no impact on conductivity

**Suggested Retail Price:** £800 per pair

**Availability:** Available now

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.

### **KEF Marketing Contacts**

Becky Reader, [marketing.uk@kef.com](mailto:marketing.uk@kef.com)

### **KEF Media Contacts**

Dominic Dawes, [dominic@hashstar.co.uk](mailto:dominic@hashstar.co.uk)