



**PRESS RELEASE**

**For Immediate Attention**

## **KEF launches Ci5160REF-THX – a new standard for in-wall loudspeaker design**



**Maidstone, Kent – March 2018** – KEF has announced a stunning new in-wall architectural loudspeaker, the Ci5160REF-THX, setting a new standard for custom installation speaker design.

The Ci5160REF-THX is part of KEF's world-renowned REFERENCE family of speakers, attaining the most rarefied standards of design innovation, state-of-the-art engineering and world-beating performance. Like all KEF REFERENCE speakers, the Ci5160REF comes with the REFERENCE Build Certificate signed by the

craftsman who built it. The new speaker also meets KEF's 'Extreme Theatre' standard, as well as having THX Ultra certification.

At the heart of the Ci5160REF-THX is the 11th generation of the KEF's signature innovation: the Uni-Q point source driver array. With a 25mm vented aluminium dome tweeter situated at the exact acoustic centre of a 125mm midrange driver, both act as a single source that floods the listening space evenly with a seamless and incredibly natural sound-field.

The Ci5160REF-THX also utilises a bespoke REFERENCE 160mm bass driver, optimised for use in-wall. With a massive vented magnet assembly and a large aluminium wire voice coil driving an exceptionally light, stiff and strong alloy cone, the low-frequency driver's dynamics and power handling are truly superb.

KEF's engineers computer-modelled the ideal crossover networks before exhaustively auditioning every high-grade component to select those with the lowest distortion and the smoothest response. In addition, the high-frequency and low-frequency crossovers are mounted on separate boards to minimise crosstalk.

Taken together, these innovations offer a completely new level of freedom and flexibility for systems installers seeking top-of-the-line architectural speaker solutions capable of delivering the best possible sound quality.

This perfect reproduction of recorded sound is what KEF's legendary REFERENCE Series stands for. Constrained layer damping; Acoustic Compliance Enhancement; the Z-Flex surround - these and other innovations are what account for the deserved global reputation of KEF's multi-award winning loudspeakers.

With over 40 years of continuous development, it is little wonder the KEF REFERENCE label has become the yardstick of high-end acoustic engineering, and with the Ci5160REF-THX, KEF has made this exceptional level of state-of-the-art design available to homeowners and installers who desire the best of the best in a custom installation environment.

## **Notes for Editors: KEF CI5160REF-THX In-wall architectural speaker**

- **REFERENCE Series** – Built to the same standards as the rest of the REFERENCE family; Ci5160REF-THX comes with a REFERENCE Build Certificate signed by the craftsman who built it
- **Uni-Q Driver Array** - 25mm vented aluminium dome tweeter, at the exact acoustic centre of a 125mm mid-range driver, acting together as a single sound source
- **Bass Drivers** – Bespoke 160mm bass driver optimised for use in-wall, with a massive vented magnet assembly

- **Crossover** - High-grade components with the lowest distortion and the smoothest response possible. High-frequency and low-frequency crossovers are mounted on separate boards to minimise crosstalk
- **THX Ultra Certification** – also meets KEF’s own ‘Extreme Theatre’ Standard

**Suggested Retail Price:** £7,500

**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)