



## PRESS RELEASE

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# Porsche Design and KEF Introduce SPACE ONE WIRELESS, MOTION ONE and GRAVITY ONE Black Editions



*Above: The 2018 black KEF and Porsche Design products offer a slick and stylish new design choice*

**Kent, England – 2nd May 2018** – Pioneer of British high-fidelity sound, KEF, and exclusive lifestyle brand, Porsche Design have expanded their range of Red Dot award-winning products to include new sleek Black Editions of the SPACE ONE WIRELESS Active Noise Cancelling Headphones, MOTION ONE Bluetooth® Earphones and GRAVITY ONE Bluetooth® Speaker. These new additions provide effortless convenience, and new style choices for Hi-Fi sound-seeking, style-conscious consumers.

### **SPACE ONE WIRELESS Black**

SPACE ONE WIRELESS Black is a Bluetooth wireless equipped alternative to the Red Dot Best of the Best award winning SPACE ONE headphones. Its elegant black finish matches well with

today's finest fashion, creating an exquisite yet contemporary style. Rich blue elements underline the iconic design of SPACE ONE WIRELESS while also reflecting the technical approach taken in their functional design.

Bluetooth® Qualcomm® aptX™ connectivity provides convenient access to CD-like sound, and advanced Active Noise Cancelling technologies simultaneously mute external noise while maintaining the delicate detail of original recordings. 40mm full range drivers, large 20mm neodymium magnets, and a lightweight CCAW voice coil ensure crisp, spacious and dynamic sound.

Enjoy up to 30-hours of use with Active Noise Cancellation, and Bluetooth switched on. Use the provided microphone-equipped audio cable for high-resolution audio, continuous listening without battery power, and making/receiving calls. Clear voice-capture technology amplifies the voice while suppressing ambient sound, keeping every spoken word clear.

### **MOTION ONE Black and GRAVITY ONE Black**

Porsche Design and KEF are introducing svelte matt Black Editions of its Red Dot Award-winning MOTION ONE Bluetooth Earphones and GRAVITY ONE Bluetooth Speaker. The minimal styling of the Black Edition MOTION ONE in-ear headphones allows them to match with any outfit, while the seamless aluminium housing of the GRAVITY ONE exudes quality and finesse. The new additions to Porsche Design Sound range provide discerning listeners with headphones and a speaker that meet their demand for sound quality and their desire for elegant, sophisticated design.

#### **Prices:**

SPACE ONE WIRELESS: £349.00

MOTION ONE Black: £219.95

GRAVITY ONE Black: £329.95

#### **Availability:**

2<sup>nd</sup> May 2018

### **RELEASE ENDS/NO EMBARGO**

#### **About Porsche Design**

Porsche Design is an exclusive lifestyle brand, which evolved from the design studio founded by Professor Ferdinand Alexander Porsche in 1972. His vision was to build a company able to transport the “spirit of Porsche” into new areas of life, taking it beyond the world of the automobile. All Porsche Design products stand for precision and perfection, intelligent

functionality, and highly sophisticated design, while asserting impressive levels of technological innovation. Created and designed by the legendary Studio F. A. Porsche in Austria and brought to life by carefully selected manufacturers,

Porsche Design products are sold worldwide in over 130 Porsche Design stores, high-end department stores, specialty retailers, and the official online store.

For further information, visit the Porsche Design homepage at [www.porsche-design.com](http://www.porsche-design.com)

For regular updates please follow us on:

Facebook: <http://facebook.com/PorscheDesignGroup>

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### **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.

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