



**PRESS RELEASE**

**Embargo Date: 6th September 2018**

## **KEF announces new completely re-vamped R Series loudspeakers**



**Maidstone, Kent – September 2018** – Globally-renowned audio pioneer, KEF, has announced the launch of its brand new R Series, a complete, top-to-bottom transformation of what was already one of the world's most acclaimed loudspeaker ranges.

Boasting a hefty raft of technological innovations and design improvements, the new R Series draws on acoustic developments originally achieved in KEF's flagship Reference Series, bringing authentically high-end design features and resulting high

performance levels into this category for the first time. No fewer than 1043 individual changes have been made for the new R Series.

The latest, 12th generation of KEF's Uni-Q driver is at the heart of the new range. As well as a redesigned motor system to improve the midrange, the area between the two drivers has been completely reimagined. The design of Uni-Q necessitates a narrow gap between the drivers, which can be excited by sound waves at certain frequencies. The new structure and damping system eliminates these resonances, resulting in an even more smooth, transparent and detailed treble performance than ever before.

The Uni-Q Driver array's role as a waveguide is further expanded by KEF's innovative 'Shadow Flare' trim ring design. The Shadow Flare is precision-designed to drastically reduce the diffraction effects that inevitably come from having a speaker with edges. This makes for a much clearer, more compelling and transparent sonic performance.

For the new R Series, KEF has completely re-worked the low-frequency drivers to improve performance still further, as well as managing to achieve this level of performance with smaller drivers than previously – enabling cabinets to be slimmer. The new bass drivers have greater excursion, as well as an improved low-distortion motor and a new, higher-rigidity cone. The result is a superb bass performance, with power, depth, speed and articulation in abundance.

The new R Series also utilises an ingenious internal bracing system called Constrained Layer Damping. Originally developed for the award-winning LS50, the system uses internal braces which connect to the cabinet panels via a lossy interface (as opposed to being fixed rigidly). This is hugely effective at dissipating unwanted vibrations.

Another highly effective innovation to be included in the design of the new R Series is the flexible port design. All the ports in the R Series speakers are precisely positioned, and feature innovative flexible walls, which prevent longitudinal resonances from colouring the midrange. KEF has also used computational dynamics to very precisely calculate the flare and profile of each port, ensuring that no unwanted resonances appear that might colour the low or midrange frequencies. The result is the elimination of unintended resonance – giving you the pure sound of the artist.

KEF's R Series now also benefits from a completely redesigned, suede-like, microfibre grille design, which removes the performance-compromising thick frame of most speaker grilles. The grille utilises 1801 precision-cut holes for each driver, thus minimising the traditional compromise between great sound and driver protection.

The new R Series consists of the R11, R7 and R5 floorstanders, the R3 standmount, the R2c centre speaker and the R8a Dolby Atmos-compatible speakers. All the

loudspeakers in the range come in three contemporary finishes: Black Gloss, White Gloss and Walnut.

Available from September, the new R Series displays KEF's constant commitment to improvement and evolution in audio design. Using the very latest technologies and components to prevent unwanted resonances at every level of the loudspeakers' design, the new R Series represents a new standard of performance at this level of the market.

## **Notes for Editors: the new KEF R Series**

- Total ground-up redesign with no fewer than 1043 individual changes
- Latest 12<sup>th</sup> generation of KEF's innovative Uni-Q driver array now with 'Shadow Flare' derived from KEF's Reference Series
- Completely new, powerful bass drivers with greater driver excursion for tighter, deeper, more controlled bass
- Internal bracing system featuring Constrained Layer Damping within each R SERIES enclosure developed from the LS50, dissipates unwanted vibrations
- Computational Fluid Dynamics designed new flexible ports precisely positioned to reduce unwanted resonances
- Patent-pending Microfibre grille – the perfect balance between driver protection and sonic performance
- R SERIES comprises of three floorstanders; the flagship R11, R7 and R5; the R3 standmount, R2c centre speaker and R8a Dolby Atmos enabled speaker
- Available in Black Gloss, White Gloss and Walnut finishes

### **Suggested Retail Prices:**

**R11:** £4,000 per pair

**R7:** £2,600 per pair

**R5:** £2,000 per pair

**R3:** £1,300 per pair

**R2c:** £850

**R8a:** £800 per pair

**Availability:** November 2018

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)