Beat: Technology

PORSCHE DESIGN & KEF Teams Up on Headphones & Speakers

Luxury Sound in FRANCE Now

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USPA NEWS - KEF is a British Loudspeaker Manufacturer with International Distribution. It was founded in Tovil, Maidstone (Kent) in 1961 by Electrical Engineer Raymond Cooke and named after Kent Engineering & Foundry with which it originally shared the Site. Raymond Cooke and Robert Pearch founded KEF Electronics Ltd. with a view to creating innovative Loudspeakers using the latest in materials technology.

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The first Loudspeaker manufactured was the K1 Slimline for which the drive units used Diaphragms made of Polystyrene and Melinex. Soon after, in 1962, came the famous B139 'racetrack' shaped woofer which allowed the design of the Celeste, one of the first truly high performance bookshelf loudspeakers.... In the early 1970s KEF was the first Company to adopt Computers for the Testing and Design of loudspeakers leading to the 'Total System Design' Methodology and more Sophisticated Production Techniques. The radical Model 105 system, released in 1977, embodied this New Philosophy and was one of the most highly regarded Loudspeakers of its time. KEF, Bowers & Wilkins and Celestion were the 'Big Three' British Loudspeaker Makers of the Seventies and Eighties, and pioneered the use of Advanced Materials and Techniques in Audio....

The idiosyncrasies that characterize PORSCHE DESIGN can be traced back to its Founder Ferdinand Alexander Porsche, his Personality and his Personal History. in 1974 the Founder feels drawn back to his Childhood Home and builds the Porsche Design Studio in Zell am See. Porsche Design does not think in large volumes, it uses High-quality Materials and pays little regard to the Costs of Industrial Production. Porsche Design has always had a two-pronged approach. On the one hand, it designs its Own Products in Zell am See (numerous Design Classics, notably watches and glasses). On the other hand, it works with the same Passion and Unwillingness to cut Corners for Industry.

Porsche has been producing Car-related Accessories since the 1950s, with Luggage Series, Purses, T-shirts, Calendars, Model Cars and Buttons being offered in the 'Porsche Boutique'. In the Decades that followed, numerous Classic Accessories such as Watches, Sunglasses, and Writing Utensils were created and marketed worldwide. At the same time a large number of Industrial Products, Household Appliances, and Consumer Goods were designed under the 'Design by F.A. Porsche' brand....

About MOTION ONE :

Listen to music the way you want to, wirelessly using Bluetooth® Qualcomm® aptXâ„¢ audio or cabled for high resolution sound with MOTION ONE. IPX5 water resistance certified, it brings listen-anywhere enjoyment with a note of style.

About GRAVITY ONE :

Designed for sophisticated executives, GRAVITY ONE is a Bluetooth Speaker that blends the distinctive style of the Porsche Design family with KEF Hi-Fi sound and special features for work and leisure, from the boardroom to the living room.

About SPACE ONE :

Active Noise Cancellation specially tuned to preserve Hi-Fi integrity gives you the perfect environment to savour every musical nuance wherever you go. Iconic Porsche Design styling imbues SPACE ONE with a powerful presence.

Source : Press Presentation of Three Porsche Design / KEF Products @ Porsche Design Boutique (PARIS) on July 04, 2017
Presence of : Frédéric VANDERVEKEN CEO of KEF France-Belux & Gilles Richard RAFFIER Store Manager Porsche Design

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