

## Press Release

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June 2018

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

### **New headphones and speaker designs offer greater convenience and stylistic choices**

**Stuttgart.** Exclusive lifestyle brand Porsche Design and KEF, one of the originators of British high fidelity sound have expanded their range of Red Dot award winning products to include the SPACE ONE WIRELESS Active Noise Cancelling Headphones, and sleek black editions to their MOTION ONE Bluetooth® Earphones and GRAVITY ONE Bluetooth® Speaker. These new additions provide greater convenience, and new choices for the hi-fi sound seeking business executives on-the-go.

#### **SPACE ONE WIRELESS**

SPACE ONE WIRELESS brings effortless Bluetooth connectivity to the Red Dot Best of the Best award winning SPACE ONE, delivering high quality music listening to users more easily and more conveniently than ever. Equipped with advanced Active Noise Cancelling technologies, external noise is eliminated while maintaining the hi-fi integrity of the original recording.

SPACE ONE's elegant design has been refreshed and refined with a dark, high gloss inlaid Porsche Design logo placed on the earcup flap, creating a stylish look that demands every day wear. Bluetooth aptX connectivity delivers CD-like quality sound, combining 40mm full range drivers, large 20mm neodymium magnets, and a light-weight CCAW voice coil to ensure crisp, spacious and dynamic sound.

Music can be enjoyed wirelessly for up to 30-hours with Active Noise Cancellation and Bluetooth switched on. An extra audio cable with a microphone is also provided for both the enjoyment of high resolution audio and for continued listening without battery power.

Clarity matters, especially during business calls. Clear voice capture technology amplifies the voice while suppressing ambient sound so that every word is heard whether indoors or out.

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### **MOTION ONE Black AND GRAVITY ONE Black**

Porsche Design and KEF are introducing svelte matt black editions of its Red Dot 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.

Availability: Porsche Design stores, Porsche Design Online Store, KEF stores, select carriers and retailers around the world.

Date: From end of September 2017

Price:

**GRAVITY ONE Black: £330.00**

**MOTION ONE Black: £220.00**

**SPACE ONE WIRELESS: £349.00**

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### **About Porsche Design:**

Porsche Design is an exclusive lifestyle brand founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build a company that takes the principles and spirit of Porsche beyond the automotive world. All Porsche Design products stand for precision and perfection, smart functions, refined functional design and boast a high level of technological innovation. Created and designed by the 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, exclusive specialist retailers and the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

For more information please visit [www.porsche-design.com](http://www.porsche-design.com)

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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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