HAND BUILT BY HUMANS.

Some loudspeaker companies are happy to borrow the production line techniques from the manufacturers of mass market cars. At KEF however, we favour the methods employed by the makers of the world's finest sports cars. Each pair of KEF Reference Loudspeakers is hand assembled by just one highly skilled craftsman. It's their personal responsibility to make sure that every aspect of their work matches 'The Reference'. It's a skill that takes both time and patience. But once you've heard the results we're sure you'll agree it's time well spent.

LESS IS MORE. A SOUND BASIS FOR SPEAKER DESIGN.

Have you ever stood in a railway terminal and struggled to decipher the message from the PA? Or arrived at gate sixty to watch your aircraft taxiing away from gate sixteen? Then you'll already know what happens to sound when it comes to you from more than one source. It loses its clarity and definition.

That's why, in a KEF Reference Loudspeaker, you'll find the Uni-Q® Drive Unit with its high frequency driver tucked neatly away in the centre of the mid-range unit. To do this KEF went to the top and utilised technology from the NASA space programme. The tweeter magnet is made from a rare earth material called Neodymium which is ten times more powerful than the usual ferrite. It's allowed us to make the tweeter small enough to sit in the centre of the mid-range unit. (By the way, don't go looking for this sort of technology in any other loudspeaker, it's protected by a string of patents.)

Of course there may be the odd loudspeaker manufacturer who thinks that people will be impressed by the number of drivers scattered across the front of their cabinets. But at KEF we've learned that simplicity, elegance and outstanding performance will always win through.
BASS DRIVERS. THE INSIDE STORY.

While many lesser loudspeaker manufacturers are happy to mount their bass drivers on the front of the cabinet, at KEF we've placed ours inside. Why? Because the obvious solution is not always the best.

For most designers extended bass means large boxes, but at KEF we've taken our 'coupled cavity' bass loading concept which realises outstanding bass from the smallest of boxes and refined it even further with the addition of interpoles. Although it's a technology that looks remarkably complicated on paper, with its vast improvement in bass performance it will sound simply remarkable in your home.

WHEN IS A PAIR OF SPEAKERS NOT A PAIR OF SPEAKERS?

There may be two of them. They may look the same. They may even have arrived in the same box, but don't be deceived, they may not necessarily be a pair of loudspeakers. Loudspeakers that aren't perfectly matched will quickly reveal themselves. The stereo image will be vague and the instruments will be difficult to place within the soundstage. A pair of KEF Reference Loudspeakers on the other hand are built and tested to conform to 'The Reference'. Each one must meet our standards to an unbelievable tolerance of just 0.5 decibels.

HOW KEF MADE THE 'SWEET SPOT' LESS OF A SPOT.

With an ordinary pair of loudspeakers you'll find that there's only one place in the room where you'll get good, hi-fidelity performance, and this so-called 'sweet spot' is often surprisingly tiny. If, of course, you're in the habit of listening to music with your head firmly clamped in one position, then perhaps an ordinary pair of loudspeakers will suit you fine.
But if, like most people you tend to sit in different places, and want great sound for more than one person at a time, a pair of KEF Reference Loudspeakers will be music to your ears. The Uni-Q® Drive Unit with its high frequency driver at the acoustic centre of the mid-range cone turns the entire room into a 'sweet spot'.

MUSIC IN MINUTES, NOT HOURS.
It's the Uni-Q Drive Unit that makes KEF Reference Loudspeakers so simple to position. With ordinary loudspeakers their restricted 'sweet spot' means that finding just the right position in your room can literally take hours. Furniture, curtains, walls, ceilings, even the sort of music you're playing can affect how they sound.

KEF Reference Loudspeakers on the other hand, with their ultra smooth off-axis response can be placed, plugged in and played in minutes. After all, it's the music that should be moving you, not the other way around.

SOUND WHERE YOU NEED IT NOT WHERE YOU DON'T.
It's not just the front of some loudspeakers that give out sound. A badly designed and ill-constructed unit can transmit vibrations through the back and the sides. This unwanted 'cabinet talk' can blur the stereo image and mar the reproduction of fine details.

At KEF we've virtually eliminated this problem in two ways. First, the drivers on the front of the loudspeakers are acoustically decoupled from the cabinet by a soft rubber mounting. And second, the internal bass units are joined back-to-back by a new and vastly improved force-cancelling rod that eliminates much of the vibration that can come from a bass unit and results in the cleanest possible reproduction.
AN ABILITY FOR COMPATIBILITY.

Please don't think that just because we design and build KEF Reference Loudspeakers to such high standards that they are only suitable for critical applications like recording studios. Features like magnetic shielding and tonal accuracy make them ideally suited to home theatre systems. And unlike some so called 'high end' products, they are quite at home with more affordable electronics.

But of course, with loudspeakers of this calibre, the exceptional performance of more esoteric equipment is fully realised.

EVERY PART PERFECT.

Any loudspeaker is only as good as the sum of its parts. That's why, at KEF, we set rigorous standards for each and every component of our Reference Loudspeakers.

Just one example of this attention to detail is the Oxygen-Free Copper (OFC) internal wiring. Different gauges for bass, mid-range and high frequency drivers ensure maximum information transfer from even the most delicate of signals and as you'd expect, we hand solder these cables to further improve sonic integrity. At the rear of the loudspeakers, the internal wiring joins heavy gold plated terminals with a bi-wiring option.

Even the plinths are examples of KEF's commitment to excellence. Mineral filled and formed from rigid polymer, they can be removed and filled with lead shot for additional stability. The elegant feet are turned from solid brass then heavily plated with gold. Reversible and adjustable spikes are fitted to give excellent results on a variety of floor surfaces.
OUR SPECIFICATIONS.
AN INDUSTRY BENCHMARK.
At KEF we've been making loudspeakers for over thirty years. You'll find them in recording studios and homes where only the very best will do. Now with our latest range of Reference Loudspeakers we think we've built the ultimate.

<table>
<thead>
<tr>
<th>Model Three</th>
<th>Model One</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design</strong></td>
<td>4-way, 6-driver</td>
</tr>
<tr>
<td><strong>Crossover frequencies</strong></td>
<td>24kHz, 600Hz, 1600Hz</td>
</tr>
<tr>
<td><strong>Frequency range 3.3dB</strong></td>
<td>33Hz - 30kHz</td>
</tr>
<tr>
<td>**Sensitivity 3.13 **</td>
<td>92dB</td>
</tr>
<tr>
<td><strong>Maximum output, typical in room</strong></td>
<td>118dB</td>
</tr>
<tr>
<td><strong>Amplifier requirements</strong></td>
<td>50-400W</td>
</tr>
<tr>
<td><strong>Impedance</strong></td>
<td>6ohms</td>
</tr>
<tr>
<td><strong>Weight</strong></td>
<td>49.8kg (110lbs)</td>
</tr>
<tr>
<td><strong>Dimensions (HxWxD)</strong></td>
<td>1266x100x390mm</td>
</tr>
<tr>
<td><strong>Finish</strong></td>
<td>rosetta linen/black ash</td>
</tr>
</tbody>
</table>

KEF continues to improve the Reference and therefore reserves the right to amend specifications and features without notice.

Log Q is a trademark of KEF and is protected under UK patent No. 2 783 979. Worldwide patents pending.