

# **MKSOUND** **PRESSRELEASE**

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**MK Sound Breaking News from the inventors of the Subwoofer**

## **The authentic subwoofer has finally landed**

**MK Sound is launching the groundbreaking X Series that will boost living rooms, home cinema and music systems all over the world.**



### **The X Series**

Down through the decades, MK Sound has offered incremental improvements in bass performance. Now, the bass innovators wipe the slate clean with the launch of the ultimate subwoofers that bring together everything that MK Sound have learned about deep-bass reproduction in the past 40 years. The result is the anticipated X Series.

Destined to set a new high water mark for deep bass reproduction, the X Series stands as a monumental achievement in subwoofer design. The three members of the X family possess all the power and features required to accommodate various room acoustics and dimensions with a seamless, well integrated bottom end. The X Series is a dramatic step forward for the truly dedicated home theater enthusiasts and/or music lovers.

### **Power and clarity**

Put simply, the design brief for the X Series has been to create subwoofers capable of massive Sound Pressure Levels and positively subterranean low-frequency extension, while maintaining the clarity and authority that have made MK Sound market leader when it comes to the bottom octaves.

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## **Technological milestone**

The tried and true MK Sound dual-driver Push-Pull configuration is a well-proven concept that ensures accurate low frequency performance with excellent step response and impulse control. The pioneering MK Sound “reversed double driver configuration” – a front-mounted woofer and an identical second bottom-mounted, back-out unit - achieves absolute mechanical linearity with minimal distortion, even when confronted with the most challenging program material.

To meet these ambitious goals, the X Series exploits the very latest technological developments in transducers, crossovers and amplification to re-define the parameters of subwoofer design in the crucial areas of distortion and dynamic control.

As a result the X Series accomplishes the highest **THX** quality standards for accurate reproduction of audio sources (THX approval pending).



## **The MK Legacy**

MK Sound pioneered the sub/satellite system way back in the 1970's, allowing enthusiastic musicians, experienced studio engineers and demanding music lovers to finally hear all the low frequency musical and ambient information present in good recordings.

The MK Sound has been chosen for sound production on numerous films such as Wall-E, Iron Man, King Kong, The Incredibles, Lord of The Rings: The Fellowship of The Ring, The Two Towers and Return of The King, Finding Nemo, Pirates of The Caribbean, Chicago, Black Hawk Down, Pearl Harbor, Cast Away and many other major releases.

## **Quote**

"Creating the next generation of MK Sound subwoofers was not something we undertook lightly. With a long legacy of market-leading innovation to live up to, we are proud to present the MK Sound X Series, built to bring new force, authority and clarity to the critical bottom octaves for the listening pleasure of serious music and movie lovers everywhere."

- Lars Johansen, President, MK Sound

## **Contact**

For further information on the X Series subwoofers, contact MK Sound at [lkj@mksoundsystem.com](mailto:lkj@mksoundsystem.com) or visit [www.mksoundsystem.com](http://www.mksoundsystem.com) and our Facebook [fanpage](#).

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