



DEFINITIVE TECHNOLOGY

Definitive Technology brings proven sound and unique speaker engineering to Europe

*America's top-selling premium loudspeaker brand sets its sights on a wider stage,
with five class-leading speaker ranges*

Eindhoven, June 12, 2018 — Founded by audiophiles, with speakers built to convey all the excitement of Hollywood soundtracks and featuring unique technologies and timeless design, Definitive Technology has established itself as the top-selling premium loudspeaker brand in the USA.

Now parent company Sound United is bringing all the precision and style of the Definitive Technology brand to Europe with five ranges of speakers for everything from music and movies to outdoor sound and custom installation, including the signature BP9000 home theatre system featuring the room-filling bipolar technology with which the company started.

And with a close eye on requirements of European music-lovers, the Definitive Technology Demand series of bookshelf speakers brings together the company's global product development and input from the acoustic specialist team located in Europe.

The Definitive Technology Story

The founder of Definitive Technology, Sandy Gross, had previously been in at the start of Polk Audio – now also part of Sound United – before joining up with Don Givogue and Ed Blaise to set up the new company in Maryland in 1990. From the start it was clear that Definitive Technology was thinking differently about speakers, its first models being bipolar tower speakers, radiating sound to the front and rear to create an expansive, enveloping soundstage and yet precise imaging.

Today, the California-based company still makes use of its signature technology in its flagship tower speakers, as adept with music as they are with the huge soundscapes of Hollywood blockbuster movies. And its range of design and technical innovations has expanded, finding solutions for all the problems of delivering great sound in the home, from class-leading subwoofers to speakers designed to deliver superb performance with dominating the room.

With its Mythos ultra-slim on-wall range, plus its Di – for 'Disappearing' – and Ultimate In-Wall (UIW) series, Definitive Technology can deliver great sound all but invisibly, and even take your music into the garden or poolside with its All Weather Outdoor speakers.

Technology may be at the heart of everything the company does – it is part of the name, after all! – but another major priority is the timeless design and simple elegance of the products.

BP9000 Series

The BP9000 Series is based in the heritage of Definitive Technology, but it's absolutely up to date with the latest developments in home cinema, including the immersive 3D sound of Dolby Atmos, DTS:X and Auro-3D. The four floorstanding tower speakers each have built-in active subwoofers, while the range-topping BP9080X also has a top-mounted Atmos module, using upward-firing drive units to deliver the height channels required for 3D sound.

Meanwhile the other three towers can be used with optional A90 Atmos modules, and all four speakers have innovative controls allowing the room-filling bipolar sound to be adjusted for a more diffuse sound or precise focus, simply by altering the balance between the front-firing and rear drivers.

Complementing the four floorstanding models is a choice of three centre speakers, two of which have their own active subwoofers built-in, and two bipolar surround speakers, which will combine with the floorstanders to create a seamless envelope of sound around the listeners, while still retaining pin-point location for those all-important sound-effects.

BP9000 Series highlights

- Bipolar technology for room-filling sound
- Adjustable Forward-Focused Bipolar Array™ to tune the sound to your taste
- Integrated subwoofers with Intelligent Bass Control™
- BDSS™ double surround woofers for greater excursion and bass output
- Dolby Atmos/DTS:X/Auro-3D expandability with A90 height module
- Slimline, modern design with sleek aluminium bases
- Seamless surround integration for enveloping soundfield and precise effects localisation

Demand Series

Demand is a three-strong range of bookshelf speakers designed to delight even the most demanding music-lover. Thanks to the careful application of a range of Definitive Technology innovations, the Demand speakers are designed to deliver a precise stereo image over a wider listening area, with a more natural midrange and surprising bass power from compact enclosures.

As part of Definitive Technology's policy of global design thinking, the Demand Series speakers have been tuned by experts from the company's in-house acoustics specialist teams in Europe and in North America.

At the heart of the Demand Series is its unique choice of drive units: the treble driver is offset by 5° to eliminate symmetrical diffusion from the corners of the baffle, thus enhancing stereo imaging, while the new 20/20 Wave Alignment Lens™ smoothes the off-axis response of the tweeter for improved dispersion over a wider listening area.

The same thinking informs the Linear Response Waveguide™ used on the mid/bass drivers, which improves both on- and off-axis frequency response and improves dispersion, while the same BDSSTM Double Surround woofer technology found in the BP9000 Series allows longer driver excursions while retaining precise movement, for greater bass punch and control.

A passive bass radiator is used to tune the low frequencies in the larger D9 and D11 models, while the smallest Demand Series speaker, the D7 users a reflex port.

The drivers are mounted in an inert three-layer front baffle using extruded aluminium, while the cabinets are finished in five layers of black gloss paint, and polished to a mirror finish. The Demand Series features both wall-mounts and a locking system to fix the speakers to the optional ST1 stands.

Demand Series Highlights

- Compact standmount/bookshelf speakers – entry level D7 is less than 25cm tall
- Aluminium dome tweeter with 5° offset to improve imaging, and 20/20 Wave Alignment Lens™ for enhanced dispersion
- Polypropylene mid/bass drivers with Linear Response Waveguide™ for smoothed off-axis midrange response
- BDSS™ Double Surround woofer technology for improved punch and control
- Reflex bass port on D7, passive bass radiator on D9 and D11
- Bead-blasted aluminium front baffle and high-gloss back cabinets
- Wall-mount inserts, and stand-lock threads for use with optional ST1 stands

The Definitive Technology range is available now, etc.

About Definitive Technology

Definitive Technology is what obsession sounds like. Definitive Technology has been building beautifully designed, superior sounding home audio and home theater loudspeakers since 1990. Definitive Technology loudspeakers are among the most positively reviewed and honored high performance loudspeakers on the market. Definitive Technology is part of the Sound United family of consumer electronics brands. Audio/video specialty retailers throughout the United States and more than 40 countries around the world proudly sell Definitive Technology loudspeakers. For more information about Definitive Technology please visit <http://www.definitivetechnology.com>; for Sound United please visit <http://www.soundunited.com>.

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