



ORBITSOUND

## Press Release

# Special Edition: Orbitsound BAR M9 & BAR M12 Now Available In Natural Solid Bamboo Wood



Following the success of the 'M' range, the award winning British audio technology brand, Orbitsound now introduces the BAR M9 and BAR M12 in a stylish solid bamboo wood finish. Designed to enhance the inferior sound often found in today's flatscreen TVs, the BAR M9 and the BAR M12 are aimed at consumers who want to enjoy premium sound and add an eye catching, natural design to their TV set-up. Carefully crafted from eco friendly material, each soundbar is hand finished and has its own unique grain. Both models are powered by Orbitsound's patented airSOUND™ Technology, producing enhanced audio definition for a

natural and immersive listening experience without any distortions due to reflecting sound. The BAR M9 and the BAR M12 launch to market on the 17 May 2014 and will be available exclusively at John Lewis.

Combining compact and discreet design with technology inspired by professional music recording, the BAR M9 and the BAR M12 are handcrafted from solid bamboo wood with a lacquered tough clear finish for durability. Like all Orbitsound's products the BAR M9 and the BAR M12 highlight the benefits of only using wood for sound audio products. Both soundbars produce warm overtones which accentuate the mid-range, vocals come alive and low frequency bass emerges without distorting harmonics or clarity-destroying echoes. The lightness and extreme rigidity means wood is better suited to reproducing signals.

With a simple set-up, both soundbars connect to the TV with a single optical cable, playing everything that is connected to it, including cable boxes, Blu-ray players and game consoles. In addition, the built-in Bluetooth enables wireless streaming of music from any smartphone or tablet. Alongside this, the newly designed remote control is created for easy access to key features such as volume control and audio settings at a touch of a single button.

The Orbitsound soundbars are available in two sizes. Ideal for smaller rooms or homes where space is at a premium, the Orbitsound BAR M9 measures 90x300x100mm, paired with a wireless subwoofer with 200 watts of sound. The Orbitsound BAR M12 is 90x600x100mm and is paired with a wireless subwoofer with 300 watts of sound, perfect for the style conscious and consumers who struggle to hear the audio from their flatscreen TVs.

Orbitsound's MD Peter Eckhardt comments: "Having enjoyed the success with our award winning 'M' series, we want to continue to create products that are unique, highly-functional and beautifully designed. Using wood to construct products became a thing of the past as plastics and metals became easier and cheaper to work with but we are seeing wood make a come back because consumers are demanding warmth and natural materials. Using solid bamboo is a unique combination of strength, durability and good looks. It not only helps achieve the best overall sound quality but eliminates vibrations from floors, table and shelves so consumers can enjoy crystal clear and rich sound."

-ENDS-

Please [contact us](#) for more information, product review requests or 300dpi images.

#### **About Orbitsound**

Orbitsound is a British company of audio engineers, founded by Ted Fletcher in 2009. Airsound technology is the culmination of his 60 year career in audio - a way to reproduce true stereo from a single loudspeaker box. Orbitsound brings Ted Fletcher's revolutionary technology to your home and allows you to hear sound, rich in stereo content, the way it should be heard. Since Airsound's invention, Ted and son Daniel Fletcher have been constantly innovating and creating better ways of delivering Airsound; redefining the quality of audio possible in the home and on the move.