

ORBITSOUND

## Press Release

# Orbitsound Launches The BAR A60 - Exclusive to Currys PC World



The award winning British audio technology brand, Orbitsound, launches the Orbitsound BAR A60. Designed to enhance the inferior sound often found in today's flatscreen TVs, the BAR A60 is aimed at consumers who want to enjoy premium sound and add an eye-catching design to their TV set-up without a huge price tag. The BAR A60 launches to market on the 12th August 2016 and is available exclusively at Currys PC World.

Combining sleek design with patented airSOUND™ technology, the BAR A60 is carefully crafted from engineered wood with a matt finish, making it a great choice of audio for a stylish home.

Measuring a compact 69cm x 6.5cm x 7.4cm (width x depth x height), the BAR A60 can be

conveniently wall or table mounted, smoothly blending into any part of the house. Whether it's a thrilling movie, melodious music or action packed sport, the BAR A60 pumps out 300 Watts of high fidelity sound from five speakers, including two airSOUND™ speakers located on the ends of the bar and a powerful wireless subwoofer. The industrial design emphasises the airSOUND™ credentials via Orbitsound's signature grilles on three sides and includes an intuitive control panel and stylish backlit display.

The BAR A60 creates true to life and natural audio that overcomes the need to listen from a stereo sweet spot due to its patented British airSOUND™ technology, which delivers a rich and immersive sound at high or low volume settings, thereby enhancing dialogue, music, action and sound from everyday programming. airSOUND™ technology overcomes the limitations of a stereo sweet spot, so wherever the listener is in the room, the audio effect is rich and authentic.

### **Smart and Intuitive**

One of the BAR A60's standout features is remote control learning. With a touch of a button the BAR A60 goes into learning mode. This allows the soundbar to learn from any TV remote control\* the vol+ and vol- functions. This feature allows the user to control the BAR A60 volume from their TV remote, eliminating the need to use Orbitsound's own remote control.

The A60 comes with a powerful low latency wireless subwoofer, which means it can be positioned in a variety of positions without compromising performance whilst maintaining a solid wireless link. Utilising the latest Bluetooth technology, the subwoofer connection features an optimised digital bandwidth to achieve greater range, higher speed (lower latency) and zero interference with Bluetooth performance.

### **Connectivity at the touch of a button**

The BAR A60 supports aptX and lossless Bluetooth, meaning you can connect to any Bluetooth device for high quality streaming within seconds. Legacy devices can be connected using the 3.5mm jack input. Also, offering an NFC enabled device to the front of the soundbar causes the BAR A60 to power up and connect instantly for one-touch, menu free streaming.

### **Easy set-up**

With one-step set-up, the BAR A60 can be set-up in minutes. Only one optical cable is required to connect the soundbar and the television. There is no need for any additional equipment, wiring or adjustment.

James Symonds, Category Manager at Currys PC World comments: "The soundbar market is experiencing a huge growth as consumers become more discerning in their appreciation of quality sound in the home and recognise soundbars as a keen style statement. We are very excited to have the BAR A60 on board as it's the perfect audio solution for anyone looking at stylish home entertainment with superior sound quality without breaking the bank."

-ENDS-

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

**About Orbitsound**

Orbitsound is a British audio technology brand that delivers enhanced audio definition for a captivating listening experience. Through relentless innovation and discovery, the patented 'Spatial sound' was first designed and developed in 2005 by Ted Fletcher, a former musician and renowned audio electronics designer with more than five decades in the music business. Orbitsound's success has come from a family of products that has resulted in the company commanding a leading position in the soundbar market in the UK since 2010. Available at all major retailers and Independent stores, Orbitsound increased sales by 50% in 2013. To discover more, please visit [www.orbitsound.com](http://www.orbitsound.com)

**About airSOUND™ Technology**

airSOUND™ is a unique, patented sound technology developed by Ted Fletcher, a musician and renowned audio electronics designer and music producer, with more than four decades of experience from the professional music recording industry. airSOUND™ is a fundamentally different way of listening to your audio, based on a main signal and a spatial signal. The main signal is always generated from forward pointing main drivers, whereas the spatial signal is always generated from side-mounted drivers. While the main signal is delivering the sum of everything from the original recording, the spatial signal will help the listeners' ears to determine specific sound detail directionality e.g. where the sound from a specific instrument comes from, or the ambiance in sound. The crucial point is that the sides are not polarised in left and right discrete channels – there is no sweet spot; no limitation to the sound experience. The sound is reproduced faithfully and completely throughout the listening environment.