

ORBITSOUND

Press Release

Orbitsound unveils new all-in-one SB60 airSOUND™ Base



Following the success of the recently launched 'M series', the award-winning British audio technology brand Orbitsound launches the SB60 airSOUND™ Base, a one-box TV sound solution with an integrated subwoofer, to deliver a natural and immersive sound experience without the need for additional speakers.

The SB60 airSOUND Base is powered by patented airSOUND™ technology, which delivers rich quality sound at high or low volume settings, thereby enhancing dialogue, music, action and sound from everyday programming wherever the listener is in relation to the speaker. The technology is the latest evolution of sound reproduction from Orbitsound and represents over 40 years of experience in sound engineering acquired in professional recording studios.

Measuring a compact 60cm x 30cm x 8cm (width x depth x height) the SB60 airSOUND Base is built to unobtrusively sit beneath TVs. Suitable for 32"- 42" screens and many TVs up to 55", the design blends effortlessly into the background and makes sound its main focus, yet its design caters for style-conscious consumers alike.

Underneath the hand polished, high gloss piano black exterior comes a cabinet produced from engineered wood and constructed from no fewer than 20 individual wooden components to

create minimal distortion. The removable front grille can be replaced in seconds with a silver grille (included) to offer users a design alternative.

The easy set-up requires just one optical cable to connect to a television, plus one additional electrical plug to the wall, and removes the need for any additional equipment, wiring or adjustment. Other devices can be connected using the 3.5mm jack input.

The SB60 airSOUND Base features 2x2" front speakers that deliver most of the sound definition. In addition, the 5" down-firing subwoofer pumps the volume and power of the bass frequencies. The 2x2" side-firing speakers create a wide and engaging soundscape that envelopes all the listeners, wherever they are in the room.

Orbitsound's MD Peter Eckhardt comments: "The SB60 airSOUND Base has been developed for the love of TV. As flatscreen TVs become thinner, the sound tends to become inferior, leaving a gap in the market for consumers who want to enjoy premium sound from their TVs without sacrificing on convenience, simplicity and ease of use. The SB60 airSOUND Base not only fills that gap but also brings to life the Orbitsound vision of reproducing sound as though the artist, actor or musician was in the room. The SB60 airSOUND Base, powered by our patented airSOUNDTM technology, is a perfect solution for anyone looking for an all-in-one sound solution for their TV's with superior sound quality."

-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

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.