



## Press Release

Special edition: Orbitsound M9 & 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 M9 and M12 in a stylish solid bamboo wood finish. Designed to enhance the inferior sound often found in today's flatscreen TVs, the M9 and the 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 M9 and the 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 M9 and the M12 are handcrafted from solid bamboo wood with a lacquered tough clear finish for durability. Like all Orbitsound's products the M9 and the 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 M9 measures 90x300x100mm, paired with a wireless subwoofer with 200 watts of sound. The Orbitsound 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."

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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.