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MK Sound Suite 30-120 at the Venetian Hotel

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MK Sound Introduces 950 Surround Loudspeaker System

High Performance Meets High Style in latest MK Sound Combination

No one – absolutely *no one* – has credentials and experience in the design and construction of loudspeakers for the professional and enthusiast that even come close to matching MK Sound's 35 years at the forefront of loudspeaker development. So, when MK Sound announces the all-new 950 THX loudspeaker system, slotted to fit in the range between the acclaimed 750 THX Select system and the legendary 150 THX Ultra system, expectations naturally run high for a system of such distinguished pedigree.

With an ambitious eye to exceeding those expectations, the MK Sound 950 THX system draws heavily on technology and components from its famed siblings, while sporting its own distinctive styling with mesh metal grilles that impart an attractive, upscale designer feel. The cabinets feature soft radiused edges for a sculpted look that blends well into domestic environments.

A powerful speaker system of deceptively compact dimensions, the MK Sound 950 system offers superb sound quality, discreetly, in any size room.

The heavy, curved metal grille is acoustically inert and is attached with magnets concealed in the front baffle. This design eliminates the annoying buzz or rattle that typically occurs when other brands dress up their products with cheap, lightweight plug-in metal or plastic fronts. The MK Sound 950 THX system offers contemporary visual appeal at no sacrifice in audio performance.

The 950 THX Series consists of the LCR 950 main speakers, the 950C horizontal center channel, and the S95T surround speakers. All models share the innovative high frequency driver recently introduced in the top of the line MK Sound professional series.

The outstanding, all-new, custom designed MK high frequency drive unit achieves a breakthrough level of high frequency performance worthy of the MK Sound brand name.

Continuing the MK Sound legacy, this exceptionally fast and accurate driver incorporates the following features:

- Coated silk dome mounted with lightweight, copper-clad aluminum wire for low mass and high sensitivity
- Calibrated waveguide for controlled directivity and smooth integration with mid/bass drivers
- Magnetic system bolted to front plate for improved mechanical stability
- Large ferrite double magnet in semi-shielded motor system to optimize distribution of the magnetic field
- Natural fiber padding in pole piece cavity for effective damping

Expressly built for high power handling with minimal dynamic compression, the 950 tweeter delivers full dynamic range at high output levels with an openness and airiness far beyond loudspeakers of comparable size and cost.

The satellites employ exclusive 5 1/4" polypropylene woofers (two each in the LCR950 THX and 950C THX speakers and one each in the S95T surround). The S95T employs a proprietary MK Sound Tripole configuration with additional 3" pulp cone drivers on each side. The Tripole design provides even distribution of sound throughout the listening area with pinpoint accuracy and an enveloping soundfield, allowing listeners to experience superior imaging and surround quality.

The drivers are integrated via the proprietary MK Sound Phase Focused crossover for exceptionally smooth response over a very wide horizontal and vertical listening window. At virtually any listening position, the audience will experience superior three-dimensional imaging and clarity for remarkable musical realism and dialog intelligibility.

To round off this exceptional loudspeaker package, MK Sound offers the extraordinary MX250 subwoofer, an audiophile legend in its own right that lays down a rock-solid deep-bass foundation for a listening experience that is more dramatic, potent and real than any similarly priced alternative.

MK Sound products consistently break down the barrier that normally separates professional applications from domestic use. Demanding home theater owners and serious audio professionals find rare common ground in acknowledging MK Sound as the pinnacle of loudspeaker performance for multi-channel music mixing, mastering, broadcast and film sound production or simply for kicking back and relaxing at home with your favorite music and movies.

The 950 system proudly lives up to the MK Sound tradition as *The Choice of Professionals and Perfectionists*.

THX Select

The original THX program was created to ensure that movie theaters meet strict quality standards. The THX logo immediately became recognized as a seal of approval for quality-conscious cinema-goers around the world.

For the home theater enthusiast, the independent THX Select quality standard ensures high performance in listening environments under 2,000 square feet. The 950 THX system meets and exceeds THX Select specifications for flat on-axis frequency response, wide and even horizontal dispersion and coverage of a large listening area with consistent tonal character.

For further information, contact MK Sound at lkj@mksoundsystem.com or visit MK Sound at www.mksoundsystem.com.



S E L E C T [™] (Pending THX Select2)