

# MEDIA RELEASE

**Kraken Acoustics Ltd**

**United Kingdom**

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## **Stunning looks and studio-quality sound from ultra-slim carbon fibre loudspeakers to revolutionise interior design.**

Cheshire-based loudspeaker manufacturer Kraken Acoustics have launched their latest product aimed at architects, interior designers and installers. Loudspeakers that don't look like loudspeakers but look stunning in their own right. Manufactured from aerospace quality carbon fibre and measuring an almost invisible 4mm deep at the edge, the FP1 ultra-slim loudspeakers open up new possibilities for incorporating loudspeakers in interior design.



Until now, interior designers and architects have struggled with conventional loudspeakers and their cabinets. Incorporation into a space has always demanded compromise, either in looks or sound quality. Kraken Acoustics have addressed these struggles with their ultra-slim loudspeakers. Designed to integrate into almost any interior space and finished in high-gloss carbon fibre, the FP1 has a distinctive, ultra-contemporary look but where a different "feel" is required, could be painted to blend with the decor. Wall and ceiling mounting options allow for clever inclusion into almost any room, without cutting large holes in panels or walls. The 300mm x 200mm loudspeaker is supplied with wall and ceiling mounting hardware. Stand mounting is also possible enabling any design situation to be accommodated.

The FP1 loudspeaker is a natural complement to the company's BB80 micro-bass loudspeaker. Driven through the Kraken Active3 crossover/amplifier processor, the FP1 together with the BB80 form an extremely versatile HF/LF loudspeaker system which enables system designers to position their mid-range and HF content according to their audience and their visual requirements whilst mounting the small-footprint bass loudspeaker separately. The Active3 processor joins seamlessly to existing mixers and amplifier installations, with further detail available at [goo.gl/0DAO2](http://goo.gl/0DAO2)

"This is just the solution we have been looking for, and it has enabled a new versatility in our design range" said Kevin Sherwood, Field Sales Director. CIE Group Ltd.

The FP1 ultra-slim carbon fibre loudspeaker and the BB80 micro-bass, non-vibrating, small-footprint bass loudspeaker are designed and manufactured in the UK from advanced aerospace materials.



FP1 ultra-slim stand mounted shown together with BB80 micro-bass

(link to dropbox original photographs: [https://dl.dropbox.com/u/100257810/IMG\\_0819b.jpg](https://dl.dropbox.com/u/100257810/IMG_0819b.jpg)  
<https://dl.dropbox.com/u/100257810/speaker%20single.jpg>)

## Ends

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## Notes to editors

1. Kraken Acoustics Ltd is a British company formed in 2009 to marry the technologies of audio with the advanced materials of the aerospace industry. Its success is founded on cutting edge aesthetics, advanced product and technology design, and superior quality. The product range includes advanced loudspeakers and amplifier systems for the commercial AV market. Distributed in the UK by CIE-Group Ltd, Nottingham.

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2. Kraken Acoustics Ltd products mentioned in the release are:
  - i. FP1 Ultra-slim Carbon Fibre loudspeaker. Frequency response 180-17500Hz. 35W rms
  - ii. BB80 micro-bass non-vibrating carbon fibre loudspeaker. Frequency response 40-400Hz 50W rms
  - iii. Active3 mixer / crossover / amplifier. 2 inputs. 2 x HF out. 1 x HF mono out. 1x LF mono out. Integrated 50W rms bass amplifier. Crossover point ~200Hz.
3. Kraken Acoustics Ltd loudspeakers are registered designs.
4. Further detail on how the Loudspeakers work can be found at the following link:  
<https://dl.dropbox.com/u/100257810/how%20they%20work%20-%20BB80%20and%20FP1%20vermedia%20release%201Sep%202012.pdf>