

## IFAntastic news Teufel rocks IFA with new speakers

08.31.2018 Berlin - From stereo to home cinema, for on the go or at home, large or small - Teufel will be presenting innovative audio products to suit all needs in Hall 1.2. We're back again in Hall 1.2 of the Berlin ExpoCenter City and we're not staying quiet - Teufel is introducing brand new bookshelf and floor-standing speakers, wireless surround speakers, new members of the ROCKSTER family, a new headphone classic as well as the most powerful sound system for the next party.

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### Overview of features:

- **Legendary:** Teufel presents the new edition of the Ultima series
- **Effektive:** wireless Effekt rear speakers for home cinema
- **Light:** the comeback of the Teufel AIRY, our stylish Bluetooth headphones
- **Robust:** the ROCKSTER family is growing with the addition of the ROCKSTER GO and ROCKSTER CROSS
- **Ambitious:** Power HiFi makes the party shake with volumes of above 120dB

### Sounds like a legend

The Ultima speakers are Teufel bestsellers. This year, Teufel updates the Ultima 20 bookshelf speaker pair, the Ultima Center home cinema speaker, the Ultima 40 floor-standing speaker pair and the fully active Ultima 40 Aktiv version. The new editions sound a little better than their predecessors and look a little more mature. But despite extensive optical adjustments, they are still immediately recognisable as true Ultimas.

### Special effekts

"Many customers are put off from buying a surround system because of cables," reports Sascha Mallah, Managing Director of Teufel Audio. "That's why we have developed wireless rear speakers that work perfectly with our equipment." Effekt are wireless active speakers, which take over the rear channels in a home cinema set up. The new edition of the Ultima 40 Aktiv active floor-standing speakers marks the introduction of Effekt. It receives real multi-channel input via HDMI-ARC and sends the rear channels directly and wirelessly to the Effekt rear speakers without any additional accessories. In this case, the centre speaker is virtualised using a special algorithm. "Ultima 40 and Effekt are a strong combination, but this is only the beginning. Our developers are already working on integration with other Teufel products," says Sascha Mallah.

### Feather-light

It was Teufel's first Bluetooth headset, and now the new edition of the stylish, powerful and feather-light AIRY is released. "Last year the ROCKSTER and BOOMSTER were renewed, this year it's the complete Ultima series and the AIRY," says Sascha Mallah. "We are firmly convinced that consistent further development results in superior products." The AIRY has enjoyed great popularity for years, and the new edition brings both a refreshed design and improved functionality, such as the new folding mechanism.

## **Rocking life**

What began as an experiment in 2015 has developed into an independent product line within the Teufel range: ROCKSTER. At the IFA, the family of robust Bluetooth speakers will be expanded to include the ultra-compact ROCKSTER GO and the conveniently portable ROCKSTER CROSS. Even if both are rather small, they produce an unmistakable ROCKSTER sound. They are water- and dust-resistant and have an extremely robust design for use on the go.

## **Bringing concert sound into your living room**

Sometimes you just want more. More power. More Hi-Fi - Power HiFi. Hence the name of the stationary event sound system that blows the 70s decoration out of every party room. The fully active 3-way system consists of three cabinets stacked on top of each other. Two huge 12-inch bass membranes are used in the largest cabinet. Above this, an 8-inch diaphragm provides the mid-range, while a horn tweeter takes over the high-frequency range. The tower has a total output of 420-Watts and reaches a maximum volume level of more than 120 dB. If that's not enough, you can combine further power Hi-Fi sources via XLR.

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## **About Teufel Audio**

Teufel is one of Germany's largest manufacturers of audio products. Teufel's product range includes Hi-Fi, home cinema and multimedia systems, headphones, Bluetooth and Wi-Fi multi-room speakers featuring the company's own Raumfeld technology. The company first began developing speaker kits in Berlin in 1980 and is now the no. 1 manufacturer of audio products in Europe.

Since its foundation, the company has been setting trends in areas such as stereo and surround sound, portable speakers and multi-room streaming. At Teufel, excellent sound is always our top priority - and our numerous awards from consumers and trade press are proof of its success.

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