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FOR IMMEDIATE RELEASE

Definitive Technology to Debut Three New Bookshelf Speakers at CEDIA 2011

BALTIMORE, August 11, 2011 – Definitive Technology today announced seven exciting new products that the company will feature at CEDIA Expo September 8 – 11, 2011 in Definitive's booth (SR4/SR5).

Among the seven new products that will debut at CEDIA are three new StudioMonitor® bookshelf loudspeakers. The SM45 (\$199 ea. MSRP), SM55 (\$299 ea. MSRP) and SM65 (\$449 ea. MSRP) replace the existing

StudioMonitor 350 and 450 models and are the first new bookshelf-style speakers from Definitive in nearly ten years. Every part of every new model has been redesigned and improved for improved appearance and performance. All three new models feature Definitive's latest



generation patented Balanced Double Surround System (BDSS) bass/midrange drivers as well as Definitive's latest Pure Aluminum dome tweeter for dramatic upgrades in accuracy, detail retrieval and life-like imaging. The SM55 and SM65 employ top-mounted bass radiators to augment low-frequency response for deep, precise and powerful bass performance not usually found in such compact speakers. The new SM product line will ship to US and Canadian retailers in Q4 2011.

Preliminary Specifications

	SM65	SM55	SM45
Driver Complement	Two 5-1/4" BDSS bass/midrange drivers in D'Appolito array, pressure-coupled to one 6" x 12" racetrack bass radiator; one 1" aluminum dome tweeter	One 6-1/2" BDSS bass/midrange driver pressure-coupled to one 6" x 10" racetrack bass radiator; one 1" aluminum dome tweeter	One 5-1/4" BDSS bass/midrange drivers in vented enclosure; one 1" aluminum dome tweeter
Height	16-1/2"	13"	11-11/16"
Width	7-7/8"	7-7/8"	6-3/4"
Depth	15-3/8"	12-5/8"	11-11/16"
MSRP	\$899/pr.	\$599/pr	\$399/pr.

About Definitive Technology

Definitive Technology has been committed to building superior sounding home audio and home theater loudspeakers since 1990, when the company was founded by three lifelong audiophiles and experts in speaker design, acoustics and marketing. Definitive Technology loudspeakers are among the most positively reviewed and honored high performance loudspeakers on the market. Based in Baltimore, Definitive Technology is part of the [DEI Holdings](#) family of consumer electronics brands. Audio/video specialty retailers throughout the United States and over 40 countries around the world proudly sell Definitive Technology loudspeakers. For more information and the location of your nearest Definitive retailer visit www.definitivetech.com, or call us at (800) 228-7148 (USA and Canada). Outside of North America, call +1 (410) 363-7148. For more information about DEI Holdings please visit <http://www.deiholdings.com/>.

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