

## M&K Sound unveils IW150A versatile in-ceiling and in-wall home cinema loudspeaker

M&K Sound builds out its legendary 150 Series with a powerful solution for immersive audio height channels and multiple in-wall applications



**COPENHAGEN Denmark September 27<sup>th</sup>, 2022** - M&K Sound, manufacturer of the finest loudspeakers and subwoofers and whose products are the "choice of professionals", has announced the availability of the IW150A in-ceiling and in-wall loudspeaker. A brand-new addition to the company's award-winning 150 Series, the IW150A speaker perfectly complements new or existing audio setups as a discreet in-ceiling or in-wall solution for immersive and object-based audio in home cinemas and media rooms.

Although based on the performance specifications of the original M&K Sound S150 LCR (left/center/right) loudspeaker, the IW150A includes a 15-degree fixed angled tweeter and 5.7-degree fixed angle pair of woofers, which produce generous off-axis response characteristics. These make the IW150A ideal for use as a height channel for Dolby Atmos®, DTS:X® or Auro3D® audio setups. The speaker can also function as an angled down- or angled up-firing front LCR speaker where real-world placement options are limited (i.e. above or below a flat-panel display), or as an in-wall or in-ceiling based surround or music speaker.

Like the full suite of loudspeaker models making up M&K Sound's 150 Series, the IW150A can produce reference level film audio and sound pressure levels (SPL) in rooms of up 3,000 cubic feet (85 cubic meters). Additionally, the new loudspeaker deploys two of the 150 Series' identical 5.25-inch coated glass fibre woofers and one of its 1.1-inch coated silk dome tweeters. This commonality of components enables seamless and perfect timbre-matching with the rest of the 150 Series and all of M&K Sound's loudspeaker portfolio.

The IW150A supports a 30-degree voicing angle but its vertical dispersion enables an optimal listening window of +/- 30 degrees (+/- 2dB) from the line of sight, and a stable vertical dispersion window of +/- 45 degrees. Furthermore, the horizontal dispersion characteristics extend to +/- 60 degrees. These specifications ensure that whether the speaker is used as a height or surround channel, listening hotspots are mitigated and more audience members can experience even audio coverage throughout the seating area. The wide horizontal dispersion specification also makes the speaker well-suited as an in-wall home cinema LCR, optimizing both dialogue intelligibility and front soundstage effects placement.

The new IW150A boasts M&K Sound's signature sonic neutrality, one of the key reasons its loudspeakers are the choice of audio professionals the world over. Flat frequency response (+/- 3dB) across the 80 Hz – 20 kHz frequency range, combined with a 90dB sensitivity rating, mean that the speaker can reproduce massive dynamics and studio-precise performance accuracy from movie and music sources.

With a tasteful matte black cabinet surround and low-profile paintable steel white grille, the IW150A can recess into a media room ceiling or wall with ease. The modest 3.74-inch (95 mm) housing depth minimizes behind-surface vertical or horizontal intrusion. Heavy-duty machine thread screws and black rubber seals ensure a secure and resonance-free fastening to a dry wall backing or other surface.

"We believe the IW150A's versatility and audio performance specifications solve numerous potential logistics challenges for both custom installers and end users alike," said Per Becher, chief executive officer of M&K Sound. "Our dealers were asking us to produce an in-ceiling and in-wall loudspeaker which could not only address common installation issues, but also act as a dedicated immersive audio height speaker to round out our world-renowned 150 Series product family. The IW150A delivers on all those requirements."

The M&K Sound IW150A has a suggested retail price of \$1,099 (USD)/£1,295 (GBP) and will be available from M&K Sound authorized dealers from early October.

## About M&K Sound

For more than four decades, M&K Sound has been held in the highest regard by the audio press, the film and music industries, as well as by home users seeking the finest loudspeakers for music and home theater. Building on a truly unique heritage and strong market presence that transcends the traditional boundaries between professional and consumer audio, M&K pledges to continue to offer performance, reliability and value for money that are second to none. For more information, visit [www.mksound.com](http://www.mksound.com).

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