

## **PRESS RELEASE**

### **Wonderfully wireless**

*Ryno Goosen from HFX Systems lets us in on the latest trends and technology in wireless speakers.*

*01 August 2014, Johannesburg: You love your music and you are considering investing in some wireless speakers. But, what kind of sound can you expect from them and how do you know what to look for? Ryno Goosen from leading supplier of high-end audio and visual equipment, HFX Systems, offers his top pointers....*

### **Super sound**

“If you’re into your music and want to listen to it wherever you are, then consider investing in wireless speakers,” says Ryno. This type of speaker has many benefits including allowing you to enjoy good audio throughout your home without the need to chase or run any messy cords or cables. “It gives you the freedom to access music from various devices including your computer or laptop, your smartphone or MP3 player, or your home’s main entertainment centre,” adds Ryno.

So how do they work? Some wireless speakers run wirelessly on batteries, while others have a power cable that needs to be plugged in to operate. The battery-powered option increases portability, but you need to check what battery life you can expect. Wireless speakers come with a transmitter that plugs into the sound source or wireless network, and transmits the audio signals to the wireless speakers. They differ in the distance from which they can receive the audio signal from the transmitter, notes Ryno: “Some may be able to play music from a computer in another room, while others require that the transmitter be closer. Generally speaking, the better quality the wireless speaker, the further it can be positioned from the transmitter.”

He says that the first thing that you ought to consider is their application: “Will you be using your wireless speakers outside around the pool or while you are on holiday, or will they be installed in a dedicated listening environment, like your bedroom or lounge for example? If you intend to listen to music while you are camping or on the beach, then it is best to opt for portable, battery-operated, water-resistant wireless speakers, such as the Outcast Melody for example. If on the other hand, you are looking to permanently set-up some wireless speakers throughout your home, then high quality speakers that require a power source are probably a better option, such as the Bower & Wilkins (B&W) A7 and A5 wireless speakers for example.”

### **Cutting-edge technology**

“Mobile connectivity is a major technological trend, which is fast gaining ground in

audio and visual equipment. Whether it's a multi-speaker surround-sound system, or a compact portable unit that can go anywhere, wireless speakers are becoming a very sought after commodity," notes Ryno.

The B&W Wireless Music Systems for example, comprise two dedicated AirPlay speakers – the A5 and the A7 – which are designed to join the award-winning B&W Zeppelin Air docking station. The systems feature outstanding high-end audio performance and Apple AirPlay wireless streaming – so you can stream music wireless directly from your MacBook, Mac, iPhone, iPad, iPod, or any digital device operating iTunes, which greatly increases portability.

Says Ryno: "The B&W Wireless Music Systems expands choice for music lovers wanting premium acoustics, coupled with simple wireless access to digital music libraries," explains Ryno. The B&W A7 is the ultimate wireless music system, which has been credited by some industry experts to be the best-sounding AirPlay speaker currently on the market. The B&W A5 fits anywhere in your home, and offers a spacious and room-filling sound. Finally, the Zeppelin Air is an iconic AirPlay speaker that allows you to benefit from the best of both worlds: wireless streaming via Apple AirPlay technology, and a digital iPod and iPhone dock, for convenient recharging.

Other wireless premium brand options distributed by HFX Systems include the Marantz Consolette and the iconic McAire from McIntosh. "Intuitive audio technology is quick and easy, it retains the rich app experience, and it can be operated from the palm of your hand. What's more, is that it allows you to enjoy music wherever you may be in your home – whether it is in the kitchen, study, bedroom, lounge, patio, and so on," says Ryno. He says that another convenient factor is that you can add additional wireless speakers to your existing system, quickly and easily, and you can move your existing wireless speakers around if need be, from room to room. "Speakers that feature an iPod or iPhone dock present a sleek, space-saving, and portable option – they can even charge your device as it plays," says Ryno.

### **Cool Connectivity**

"One of the most important factors to consider when choosing wireless speakers is connectivity. It's a plus to buy wireless speakers that support different types of connections and are compatible with your existing sound devices," advises Ryno. Many of you will already own nearly everything you need to enjoy the benefits of wireless speakers – a home Wi-Fi network, and a smartphone, tablet, MP3 player, home computer or laptop with a digital music library.

"Free digital content provides relatively good quality sound, but it also depends on what kind of connection you have," says Ryno. Wi-Fi may be available in every room, while Bluetooth may only offer limited connection. Broadband networking products, such as Adaptix for example, offer a bigger bandwidth and, as such, better quality

streaming.

Buyers need to weigh up factors like transmission range, sound quality, size, and additional features. "Careful consideration can help you find the perfect wireless speakers that combine convenience with powerful performance," says Ryno. "But, it's important to remember that although wireless speakers may be cool, the best audio is still provided by wired speakers, as the connection is superior," concludes Ryno.

**ENDS**

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