

For immediate release: FINAL

FeONIC Launches Latest Range of its F-Series Audio-Drives

FeONIC Plc, the innovative UK audio technology company, is pleased to announce the launch of its latest F-Series product range – its unique range of Audio Drives that are able to transform everyday building, office and household surfaces into high quality audio speakers.

Unlike traditional speaker technology that relies on a moving coil, the F-Drive is powered by an exceptionally powerful magnetostrictive smart material that when placed on a resonant surface – such as a table top, glass, plasterboard or metal sheeting – causes the whole surface to vibrate, thereby turning it into a high quality loudspeaker with omnidirectional, evenly distributed output.

The performance stats for the F-Series are likewise significant, it being able to range from 80Hz to 20Khz allowing it, for example, to match the performance typically experienced through a high-end home entertainment surround sound system.

However, the real market advantage of the F-Series technology can only be fully appreciated in larger public spaces and public address system situations where high levels of intelligibility are required. To explain, because the F-Drive causes the whole surface to vibrate simultaneously, the sound delay/echo associated with traditional speakers is completely removed.

Brian Smith, managing director of FeONIC Plc, commented:

"Our latest product range builds on our nine years experience in developing this technology for the residential and commercial market-places. We are delighted with the strong support we are now receiving from the architectural and audio communities who understand the building design and audio issues our technology overcomes."

Paul Nicholson, of RED SQUARE AUDIO, FeONIC's distribution partner in the UK pro-audio installer market said:

"The boundaries for FeONIC devices are practically limitless and, as they can be completely hidden from view and offer an additional creative dimension to any audio design project. Judging by the incredible reactions to our initial product demonstrations, we are expecting the technology to become widely accepted and specified in a very short space of time."

Alex Campbell, Acoustician for Architects Journal, added:

"The FeONIC product is unique given the wide range of applications in which it can be used and for its audio quality. The ability to discretely add sounders formed from nearly all common building materials allows designers massive flexibility in implementing audio systems into spaces."

To date the F-Series has been deployed in a broad range of situations from home entertainment use and museums/galleries through to public address systems in the transport sector. Typically each F-Drive will power up to a two to three square metre surface of a resonant material to high Sound Pressure Levels (SPL) at full bandwidth.

For further information, go to www.feonic.com.

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About FeONIC

FeONIC Plc (PLUS: FEO) designs, develops, manufactures and distributes a range of uniquely powerful audio products. The company's technology turns virtually any resonant structures and surfaces into loudspeakers. The products are currently used in public buildings, the transport industry and the marine environment and are also available for home use. www.feonic.com

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