

# STEINWAY LYNGDORF

## PRESS RELEASE

### STEINWAY LYNGDORF CONTINUES TO CHART A VISIONARY PATH IN THE WORLD'S PERSONAL ENTERTAINMENT INDUSTRY

5 September 2008 - Steinway Lyngdorf, the company that took the global audio industry to new heights with the launch of the Model D Music System in 2007, extends its legacy of extraordinary sound systems for the world's ultra-prestigious music and home theater market segments.

The latest family of products features the recently-announced Model C Music System, an elegant and distinctive product ideal of more intimate music listening rooms, and the completely new range of home theater sound systems incorporating the Steinway & Sons Grand Speaker Systems, Model LS Series and Architectural Speaker Systems – Model M Series.

The full collection is launched globally through a series of well-positioned events first held simultaneously in Singapore and in the United States on September 5-7, and subsequently across key global capital cities in the upcoming months.

The global launch in Singapore features two unique events, the first of which is a by-invitation only launch party attended by a list of the region's music connoisseurs, representing social, business and design cognoscenti as well as key international media. Hosted by Founder, Peter Lyngdorf, and the company's Asia Pacific & Middle East management, the event is held in the show gallery of *Reflections at Keppel Bay*, the latest development of premier seafront homes at Keppel Bay. Designed by master architect Daniel Libeskind, the iconic homes are his first signature showcase in Asia, and are set to make Singapore a global destination for world-class waterfront living.

Alongside this event, Steinway Lyngdorf also previews its family of Music Systems and Home Theater products at a private event co-hosted by Peter Lyngdorf, Founder and Robert Forbes, President of ForbesLife magazine on September 7<sup>th</sup> in Singapore. The event focuses on an informal closed-door dialogue on the subject of

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“innovation & success in enterprise” amongst leading founders, entrepreneurs and global delegates in town to attend the 8th Forbes Global CEO Conference.

In an orchestrated approach, Steinway Lyngdorf’s CEO, Steen Lohse along with key executives present the new collection of products and launch the Steinway & Sons outstanding series of home theater products at exclusive events during the CEDIA EXPO 2008 show held in Denver, Colorado. Attended by the world’s leading residential audio and home entertainment brands, custom installers and industry experts, CEDIA EXPO 2008 forms a strategic platform for Steinway Lyngdorf to showcase its new products and a new benchmark to the industry’s best.

“High definition multi-channel is transforming the way we enjoy home entertainment as it has become so much more immersive, to the extent that the existing offerings in the market will be challenged to incorporate and rise to this new technology. We believe that home theaters around the world will migrate to high definition both in picture and sound, taking the market to a new level of excitement where Steinway Lyngdorf is already well in place in terms of a performance which is without compare. The migration process alone will expand the market but certainly the quest for the best home entertainment will also “up-sell” clients to the high performance level” said Steen Lohse, CEO of Steinway Lyngdorf.

Steinway Lyngdorf, the company which was formed through the collaboration of Steinway & Sons, the renowned maker of the world’s finest pianos, and Peter Lyngdorf, Europe’s pre-eminent audio manufacturer, is the maker of the world’s first fully digital, integrated music systems as marked by the launch of the extraordinary Model D Music System.

Creating a new highly prestigious category in the audio industry through the delivery of a product which combines excellent sound quality and performance with uncompromising craftsmanship and design artistry, Steinway Lyngdorf was successful in addressing the music lovers the world over and their demand for a personal entertainment experience delivered in a product that includes excellent sound performance, quality and aesthetics but is also engagingly easy to use.

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Steinway Lyngdorf recently extended its music system range with the introduction of the **Model C Music System**. Conceived from the same DNA as the flagship Model D Music System, the sleekly built Model C adheres to the same uncompromising design principles as its predecessor, offering exceptional sound quality for more intimate listening spaces.

Built with the same commitment to uncompromised performance and outstanding design, the new family of **Home Theater Sound Systems** extends the extraordinary legacy of Steinway Lyngdorf Music Systems to the home theater segment.

The **Steinway & Sons Grand Speaker Systems - Model LS Series** is created for those who demand the ultimate and life-like home entertainment experiences. Model LS Series employs the line source approach, which allows for a cylindrical sound dispersion pattern from the speaker. Additionally, the floor-to-ceiling extensions of the line source speakers provide a very effective and uniform coupling to the room. This creates a mirror source from the floor and ceiling, hence generating a virtually infinite speaker for very large listening and viewing rooms.

Designed especially for medium to large home theaters, the **Steinway & Sons Architectural Speaker Systems - Model M Series** offers a beautiful acoustical experience and can serve as a flexible passive stereo or multi-channel speaker and boundary woofer system. As its name suggests, this dynamic system is offered in individual modules, allowing you to incorporate your preferred configuration into any interior.

Taking high definition to a whole new level, Steinway & Sons Home Theater Sound Systems use the proprietary Steinway Lyngdorf Link, the first and only one in the world to maintain full resolution of the new high definition audio standards in the entire audio system, from source to speaker. By combining this innovation with the ground breaking 8-channel room adaptation processing and true bass management, Steinway Lyngdorf's home theater product produces razor-sharp dynamics and extraordinary realistic experiences.

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Steinway Lyngdorf's distinctive products are available for personal preview sessions by appointment only, through the company's sales offices as well as its strategically appointed partners.

- Ends -

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## **About Steinway Lyngdorf**

Headquartered in Copenhagen, Denmark, and founded by Peter Lyngdorf in December 2005, Steinway Lyngdorf represents Mr. Lyngdorf's consuming passion to create the finest products in the audio industry, without any compromises and without precedence. The company is focused on the design and manufacture of innovative high performance digital audio systems that successfully combines design artistry, finest craftsmanship with perfected technology. The partnership between Peter Lyngdorf and Steinway & Sons resulted in the formation of the privately-held Steinway Lyngdorf Holdings Audio A/S and the introduction of its signature product – the Model D Music System. The Model D Music System is the standard bearer - delivering craftsmanship, enduring quality and value, as well as unmatched musical experience to its audience. In 2008, this legacy is now enhanced with the launch of the Model C Music System as well as the introduction of the finest Home Theater Sound Systems – Architectural Speaker Systems - Model M series & Grand Speaker Systems - Model LS Series.

For further information, visit the Steinway Lyngdorf website ([steinwaylyngdorf.com](http://steinwaylyngdorf.com))

## **About Steinway & Sons**

Since 1853, Steinway pianos have set an uncompromising standard for sound, touch, beauty, and investment value. Handcrafting each Steinway requires up to one full year – creating an instrument of rare quality and global renown. Not surprisingly, Steinway remains the choice of 9 out of 10 concert artists, and countless pianists, composers, and performers around the world. Headquartered in Astoria, New York, Steinway pianos are sold by nearly 200 authorized dealers worldwide. Steinway & Sons is a subsidiary of Steinway Musical Instruments, Inc. (NYSE: LVB), which also owns Conn-Selmer, the nation's leading manufacturer of orchestra and band instruments.

For further information, visit the Steinway website ([www.steinway.com](http://www.steinway.com)).

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