



Press Release

MOREL NAMED AS CES INNOVATIONS 2013 DESIGN AND ENGINEERING AWARD HONOREE

Ness-Ziona, Israel—November 12, 2012—Morel announced today that it has been named an International CES Innovations 2013 Design and Engineering Awards Honoree for its new Sopran floor-standing loudspeakers.

"It is an honor to be recognized by the CEA as an Honoree in the CES Innovations 2013 Design and Engineering Awards for our new Sopran floor-standing loudspeaker," said Mr. Nir Paz, Sales and Marketing Director of Morel. "Over three decades of research and development, and steadfast drive for innovation culminated in the new Sopran loudspeaker. It was designed from the start to be a no compromise, high-end loudspeaker capable of recreating the excitement of live music. Inspired by the flagship *fat lady*, its refined design provides a visual package that appeals to a broader audience."



"This award recognizes Morel's ability to design and create innovative driver and cabinet technologies to deliver class-leading products," said Mr. Oren Moredechai, Morel's executive vice president and R&D director. "The Sopran employs many of the *fat lady's* technologies and performance attributes such as a carbon fibre composite cabinet that has no internal damping. New for the Sopran is the in-line reflex ports system in which a port is deployed directly behind each woofer to achieve outstanding, tight and controlled bass reproduction. The same system is used in the midrange to deliver an open and transparent sound."

The Sopran 3-way's uniquely designed 6-inch drivers (midrange and woofer) incorporate, for the first time, a titanium voice coil former which has a faster transient response than aluminum, and provides greater efficiency without bass loss. The high frequencies are handled by a 28 mm (1.1-inch) Acuflex™ soft dome tweeter incorporating a triple magnet system.

Morel's Lotus grille*, inspired by the lotus flower, minimizes high frequency energy loss and considerably reduces distortion levels usually created by other protective covers. Not only does it offer structural integrity to protect the drivers, its design becomes a focal point of the speaker.

The Sopran is a true testament to the concept of "form follows function," yet shows that thinking outside the conventional box speaker does not have to be bland or boring. This no compromise speaker is designed to perform alongside some of the best high-end speakers in the world but without the accompanying high price tag.

Listen for yourself and see it displayed along with Morel's other new home audio products at The 2013 International CES, January 8-11, 2013 in Las Vegas, Nevada, USA. **Venetian Suites 30-210 and 30-212.**

For more information, visit www.morelhifi.com or call +972 8 930 1161.



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In the US call Morel America toll-free at 877-morel-11.

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* The Lotus grille is a registered design protecting Morel's intellectual property.

About Morel

Morel, an international leader in speaker components and systems since 1975, manufactures handcrafted, award-winning speakers and audio drivers for the mid to high end OEM, home and car audio markets. Its products are sold in over 55 countries worldwide. With its high standard for technological innovation and design excellence, Morel audio speakers are the choice of many of the biggest names in the music industry.

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