

Contact Paul DiComo
Paul.DiComo@definitivetech.com
(410) 363-7148
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Definitive Technology Adds New 1.5" Deep On-wall Speakers to Mythos XTR® Series

**New models to be shown for first time at CEDIA 2010 join the
critically acclaimed XTR-50, the world's thinnest high
performance on-wall loudspeaker**

BALTIMORE, September 10, 2010 – Definitive Technology today announced that three new models of Mythos XTR on-wall loudspeakers will be available to see and hear at CEDIA Expo in booth SR7: the XTR-60 sized to match 55- to 60-inch and larger displays; the XTR-40 for 40- to 42-inch displays; and the XTR-20BP whose design is optimized for surround channel use. XTR-50, the original model in the product line (shipped in March 2010), is sized for 46- to 55-inch TVs. The three new models are slated for November delivery.

The XTR-60, XTR-50, and XTR-40 are only 1-1/2" deep, perfect for use next to ultra-slim LED TVs, and yet provide the high definition detail, bass, and dynamic range performance of full size speakers. The XTR-20BP is 2-1/2" deep and features bipolar sound radiation, ideal for surround channel applications. All XTR model enclosures are fabricated from hand polished aircraft grade extruded Aluminum which is attractive, space efficient and has superior sonic characteristics.



L to R: XTR-20BP, XTR-40, XTR-50, XTR-60

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All XTR models come supplied with a wall mount bracket that allows either vertical or horizontal orientation. The XTR-60, as well as the original XTR-50, includes a smoked, tempered glass stand while the XTR-20BP comes with a simple stand for vertical table-top placement. The XTR-60, XTR-50, and XTR-40 are supplied with hardware for horizontal shelf placement. Whether mounted on-wall or on-shelf, used as Left and Right, Center or Surround channel speakers the Mythos XTR series speakers look terrific and sound astonishing.

The secret to the XTR's extraordinary performance is Definitive's patent-pending XTDD technology driver. Using state-of-the-art computer modeling and decades of speaker design experience Definitive engineers eliminated every iota of wasted space, optimized every part and maximized the moving surface area of a dynamic driver to shrink it down to a seemingly impossible compact dimension without giving up ultra-high performance audio fidelity. The XTDD driver has the kind of dynamic punch, wide frequency range and broad dispersion previously unheard of in shallow drivers.

To extend and deepen the bass response of such thin speaker the drivers are pressure-coupled to aluminum dome low-bass radiators in the new XTR-60 and XTR-40 as well as the original XTR-50. The XTR-20BP is a sealed system. The center-mounted tweeter used throughout the line is the same high-definition Pure Aluminum dome tweeter found in Definitive's top-of-the-line Mythos ST SuperTower. The result is the kind of clarity, dynamic range and accuracy that one would expect from a premium-priced normally-sized speaker.

CEDIA Expo 2010 will be the first opportunity for Definitive dealers to see and hear the new XTR models. Definitive will be doing multi-channel demonstrations of the new models in Sound Room 7 (SR7) on the floor of the Georgia World Congress Center September 23 through 26, 2010.

"The XTR-50 caused quite a stir when we first showed it at CEDIA in 2009" said Definitive's Executive VP Dave Peet. "Dealers instantly recognized that with the new ultra-thin TVs their customers would be asking for matching shallow speakers that are attractive, easy to mount and don't trade off sound quality for thinness. We were fortunate to be the first speaker manufacturer to address that need. Now at CEDIA 2010 everyone will see that we have yet again anticipated consumers' needs with additional models for different size TVs and levels of performance as well as a matching model for surround."

Preliminary Specifications

	XTR-60 (new)	XTR-50	XTR-40 (new)	XTR-20BP (new)
Driver complement	4 ea. 3.5" aluminum dome drivers, 4 ea. 3.5" aluminum dome bass radiators; 1 ea. 1" aluminum dome tweeter	2 ea. 3.5" aluminum dome drivers, 4 ea. 3.5" aluminum dome bass radiators; 1 ea. 1" aluminum dome tweeter	2 ea. 3.5" aluminum dome drivers, 2 ea. 3.5" aluminum dome bass radiators; 1 ea. 1" aluminum dome tweeter	2 ea. 3.5" aluminum dome drivers in bipolar array, 1 ea. 1" aluminum dome tweeter
Height (without table stand)	32"	27"	23-1/4"	11-7/8"
Width	6"	6"	6"	6"
Depth	1-1/2"	1-1/2"	1-1/2"	2-1/2"
Wall mount bracket	X	X	X	X
Tempered glass vertical table stand	X	X		
Metal vertical tabletop support				X
Horizontal tabletop supports	X	X	X	
MSRP (ea)	\$899	\$699	\$499	\$279

About Definitive Technology

Definitive Technology has been committed to building superior sounding home audio and home theater loudspeakers since 1990, when the company was founded by three lifelong audiophiles and experts in speaker design, acoustics and marketing. Definitive Technology loudspeakers are among the most positively reviewed and honored high performance loudspeakers on the market. Based in Baltimore Definitive Technology is part of the [DEI Holdings](#) family of consumer electronics brands. Audio/video specialty retailers throughout the United States and over 40 countries around the world proudly sell Definitive Technology loudspeakers. For more information and the location of your nearest Definitive retailer visit www.definitivetech.com, or call us at (800) 228-7148 (USA and Canada). Outside of North America, call +1 (410) 363-7148. For more information about DEI Holdings please visit <http://www.deiholdings.com/>.

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