

## PRESS RELEASE

INTEGRATED SYSTEMS EUROPE 2020

### **WORLD FIRST MX-40 DEMONSTRATION**

Krix are pleased to be revealing the world-first exhibition of the new MX-40 modular home cinema speaker system at ISE 2020. Nicknamed the “Wall of Sound”, the Series MX modular range is designed and engineered by Krix, the same Australian company supplying speaker systems to cinema multiplexes for over 35 years and featuring in over 3000 commercial cinemas in more than 30 countries worldwide.

The MX-40 is the first in the Series MX range to incorporate a 3-way design – delivering an incredibly smooth, consistent and compelling experience that encompasses the true dynamic power and clarity of real cinema sound.

Not only are the Series MX modular speaker systems incredibly easy to install, they're hidden behind an acoustically transparent projector screen – providing a clean look while delivering the dynamic movie soundtrack straight through the picture and into your seat, just like the movies!

Paired with the range of Krix surround and overhead speakers, you can achieve seamless, cinematic sound that is faithful to the original movie soundtrack, providing a truly immersive commercial cinema experience at home.

Krix Series MX has been awarded the International HiFi Show Australia's “Best Cinema/ AV Product of Show”, the Sound+Image “Custom Installation Product of the Year” for three years, and the Sound+Image “Ultimate 30 Audio and AV Award”.

Visitors to Krix booth 5-U123 (Hall 5) at ISE 2020 will be able to experience the huge MX-40 “Wall of Sound”, along with displays of the Krix surround speaker range.

For more information, please email [info@krix.com](mailto:info@krix.com).

