



For immediate release

MOREL WINS EISA SLIM INSTALLATION COMPONENT 2018-2019 AWARD

Morel's Virtus Nano Integra 602 and SoundWall™ Power Slim PMC600 receive a joint award EISA in the car audio and home theatre categories for innovative engineering and performance.



Ness-Ziona, Israel, January 2019 - Morel, renowned as a leading manufacturer of high-performance car and home audio speaker systems since 1975, is proud to announce that its Virtus Nano Integra car audio and SoundWall™ PMC600 in-ceiling speaker won the prestigious EISA 2018-2019 award for both car audio and home theatre categories!

"Being recognized by such an esteemed organization like EISA is very gratifying. It is another reaffirmation that our commitment to innovation and design is appreciated and valued" says Morel's CEO and head of the R&D, Mr. Oren Mordechai. "Nowadays space is scarce in both cars and home environments. Integrating a high-quality speaker system can be very challenging at times and even sometimes impossible. Well aware of this we decided to take up the challenge and developed a high-fidelity point-source speaker solution that makes audio installation in limited spaces an easy task." He concludes.



Virtus Nano Integra 602

According to Paul Miller, EISA President: "This Award reflects the pooled experience of EISA's expert magazines and is a fitting tribute to the innovative engineering and great performance of this versatile product."



SoundWall™ PMC600

Morel used a completely new approach designing the drivers for these products, using new materials and out-of-the-box thinking to engineer a solution that fits limited space yet is true to its uncompromising approach to high-fidelity audio.

At the core of the Virtus Nano Integra and SoundWall™ PMC600 is a powerful and highly efficient neodymium magnet motor system employing a new **Z.P.I. (Zero Point Integra)** (patent pending). Its innovative Integra design includes a woofer and a tweeter driven by a first and a second magnetic circuit, respectively, where both magnetic circuits share a single magnetic motor system. Despite its very shallow structure (only 0.67" deep), the Integra design offers natural sound reproduction and better tonal balance throughout the audible frequency range, adhering to the world-renowned Morel sound.

MOREL (IL) LTD

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To support the objective of designing a shallow speaker, Morel developed the “Grand-dome” convex cone made from a highly damped sandwich hybrid carbon fiber and foam core. Its unique physical attributes and structure delivers superior strength, stiffness, and mass necessary to reproduce low frequencies while minimizing the cone break-up modes through the frequency band. It also contributes to the wide-dispersion and excellent off-axis response qualities.

Renowned Morel design trait – EVC (External Voice Coil) technology – was specially engineered for these speaker systems where both voice coils (tweeter and woofer) share the same magnet, enabling the Virtus Nano Integra and SoundWall™ Power Slim PMC600 to be ultra-shallow.

Both the Virtus Nano Integra and SoundWall™ Power Slim PMC600 create a new category in their respective industry. Morel combined its engineering ingenuity and passion for sound quality to solve a common problem that most professional installers face on a daily basis.

Be one of the first to hear the SoundWall™ PMC600 Play!

VISIT US @ **ISE 2018** show **Hall 7, Stand W220** (5-9 Feb. 18 Amsterdam, NL)

JOIN OUR HAPPY HOUR! At our stand - 6.2.2019 @ 16:00 PM –See you there!

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 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. In recent years, Morel has completed several projects for some of the world’s most premium super-cars such as Pagani, Tushek-Spigel, Mazzanti and others which generated wide awareness for the brand’s innovative products.

About EISA

EISA is the unique association of 53 special interest magazines from 25 countries and growing. Internationally known for the European EISA Awards, EISA started in 1982 when the editors-in-chief from five European photo magazines came together to select “The Camera of the Year” for the first time. They had no idea that out of this meeting EISA - the European Imaging and Sound Association - would emerge some years later. EISA represents the largest editorial collaboration in the world of consumer electronics that is now celebrating the very best products for over 35 years.



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