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about the foxl v2

foxl v2
TM



You've got to *move it*.

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There's always room to move. That's what 'the force behind foxL v2 believe.
No matter how good something is, there's always room ...for improvement.

To Our Dear Audio Purist (...and all your dedicated disciples)

The award winning foxL portable speaker has now moved on to a new exciting level with the foxL version 2. This electronic media kit will assist you in 'making a noise' about the latest advances for this critically acclaimed speaker technology.

With this aid, we hope you'll take great satisfaction in spreading the good word to audio aficionados everywhere. The foxL v2 is all the joy of the original foxL – with now even more move to its merit.

If you were fortunate enough to come across the original foxL you won't be disappointed. Like its predecessor, the foxL v2 still looks and sounds superb. It still retains its unique, patented portable speaker technology - keeping it the best portable speaker in its class. But now, the best ...has got even better.

With enhanced Bluetooth streaming sound (quality virtually comparable to that of a wired connection) & hi-tech tweaking of the audio dynamics – the foxL v2 provides a louder, more open 'portable soundstage' than ever before.

If this is your first foray into foxL – then welcome, to portable audio purism. If it's your second spin, revel in it ...and rejoice in the next evolution of the foxL.

We hope you find this foxL v2 electronic media kit informative and inspiring. Should you have any queries in relation to it – or wish to take your foxL experience one step further, please feel free to contact me.



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Need help with the move?

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This interactive media kit is designed to 'bring the joy' of the foxL v2 to any audio purists you may be in communication with. In it you will find:

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Press Release

foxL v2: Still blue in the tooth and standing the test of TIME



Awards and Acclaim

'loud and proud moments' for the foxL



Specifications Sheet

foxL v2: spics and specs for audio purists



Profiles and Biographies

the force behind foxL: the collaborations and the 'minds over the matter' responsible for foxL



Frequently Asked Questions

what's new: foxL v2 FAQ



Image Gallery

promotional images



Contact details - Press & Promotional enquiries

for any 'pressing' matters: your contact on the ground for foxL



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Press Release

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Subject: foxL v2 **Release Date:** March 2010 **Distributor:** Sound & Image **Contact Person:** Carmelo Arena **Contact Details:** +61 3 9931 0328

foxL v2: Still Blue in the tooth and standing the test of TIME.

Ubiquitous as they may seem, not every portable speaker can claim the prestigious honour of being one of Time Magazine's 'Top 5 Gadgets' of the year (2008).

Then again, not every portable speaker (or any for that matter) can rival the sound vs size performance of the foxL.

And now, lucky for audio purists, 'the best has just got better'... with the release of foxL ...Version 2.

NASA know how

Former NASA engineer and physicist Dr. Godehard Guenther, has been behind the design of the foxL from get-go. And there's no hint of 'copycat competitors' coming out anytime soon. The unique hi-fidelity technology used in the foxL, has been patented by its parent group - soundmatters (a Research and Development company founded over 20 years ago).

Walks the talk

What makes the foxL so special isn't really where it's come from. It's where it's heading - literally. Or rather... where anyone who uses it; just happens to be heading - or going. Because where they go, the foxL can too. Portable and wireless, it's the ultimate audio travelling companion for those on the move.

It even sings the Blues

Connect it to an iPod, Mp3 player, games console or a laptop computer. With its (optional) Bluetooth functionality, the foxL not only provides wireless sound - but full conferencing capabilities and hands-free usage with the built in Bluetooth microphone.

Version 2 builds on its predecessor with even better quality streaming Bluetooth audio, easier connectivity and the ability to answer and terminate a call from the speaker itself.



Goes great with Apples

Bluetooth ready iPods, iPhones and iPads now have a new partner in rhyme. The foxL v2's enhanced Bluetooth capabilities dramatically lower distortion and noise between two devices, making it an ideal match to serve up with an Apple of choice.

Enough of a life ...to enjoy

Unlike many 'typical' wireless devices - that common niggling fault- the battery life, is not a major hindrance with the foxL v2. It packs a substantial 5 hours of audio power before a recharge is required (via USB or wall charger) - giving even most laptop batteries, a run for their money.

Compact Clarity

Fitting nicely in the palm of the average hand, the foxL v2 is portable, pocketable - and just as importantly; built solidly enough to feel that it's worth its weight in gold too.

The Law of Relativity

At \$249 for the Bluetooth version (\$199 without) - the foxL v2 isn't necessarily the cheapest portable speaker on the market, but then again - for something that sounds and looks as stunning as the foxL v2 does, it isn't that expensive either.

Sound it out loud

The foxL v2 doesn't achieve this by being a 'purring little pussycat' either. It's two 1-inch diameter Linear Magnetic Drive™ Twoofers™ (tuned to 100Hz) - deliver eight full octaves of music for smooth vocals - well beyond any similar-sized speaker. Whilst the patented FlatMagic™ bass radiator, extends bass by an entire octave.

Version 2 builds on the original speaker's soundstage - in volume (now 3dB's louder) and by achieving a more open, airy, audio experience.

Tune in, turn it up, take it for a spin

Of course the real way to get in tune with the foxL v2 is by listening to it - Soundmatters local foxL distributor, Sound & Image know this. That's why audiophiles have the chance to trial the speaker for 30 days - with a full money back guarantee should they be unhappy with its performance. Just like the foxL v2... it's hard to beat the sound of that.

For more info, or to order online

visit the foxL website: www.foxl.com.au

Or contact Carmelo Arena at
Sound & Image direct on: +61 3 9931 0328



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Awards and Acclaim

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'loud and proud moments' for the foxL and foxL v2

Macworld

"The foxL's [v2 Bluetooth wireless] sound is jaw-droppingly big, in dramatic inverse proportion to its size. Upper-bass response is very impressive for such a small device, especially when the FoxL is positioned near a wall. (The packaging includes a miniature rubber mat to prevent the speaker from hopping across the table as it plays; you'll need that mat with bass-heavy music.) The FoxL automatically reduces volume a bit when powered off the built-in battery, but even then it gets very loud. Overall the FoxL actually sounds beefier than the not-too-shabby itself [much much larger] Soundblade - the audio here is, frankly, amazing given the size of what's producing it. If portability or sound quality is your number one goal, go with the pocket-sized FoxL (v2 Bluetooth)."

WIRED

The Soundmatters foxL is tiny, even for a portable speaker, but has a well-muscled sound that beats out squawk boxes twice its size.

SOUNDVISION
ONLINE

"The performance of the V2 Bluetooth was obviously better than that of the first Bluetooth model. The sound I heard playing tunes from (the) iPhone through the Bluetooth connection was nearly as good as what you'd get with a wired connection."

Rolling Stone

"The foxL (v2 Bluetooth) has astonishing sound for its size; The amount of bass and its complex range make the speaker's 2.2" by 5.6" by 1.4" dimensions seem like an optical illusion."

SMARTHOUSE

A Portable Boombox That Will Knock Your Socks Off How can something so small be so powerful? This was the question we asked ourselves as we tested the FoxL personal loudspeaker from Soundmatters. Do not let this candy-bar speaker fool you: it is one of the best portable speakers we have seen to date.

GIZMODO

"No System So Small Ever Sounded So Good"
We've seen these tiny speakers before, and they've definitely gotten better over time. But this FoxL unit caught our eye because Sound & Vision simply gushes over the audio quality, comparing it to systems 10 times the price.

HOME THEATER

"...It sounds amazingly solid. Given the choice between this and having something clamped on my head or stuck in my ears for long periods, I'd choose this"

Vintage Guitar
magazine

"Soundmatters has finally come up with a portable personal stereo speaker system that is small enough to transport easily and good enough sounding to be worth carrying in the first place."

AVguide.com

"The 'mad scientists' at Soundmatters have outdone themselves; what the picture can't tell you is how insanely great this little gadget actually sounds"

PCAUTHORITY

A black block-shaped portable speaker worth every inch it's geek stripes. The speaker's best selling feature is its size - it slips comfortably within a coat or jacket pocket. Impressively, the FoxL drives 95db of blistering sound into 143mm of palm-sized sound goodness, which is certainly impressive. And it's fairly light too, tipping the scales at just 269grams.



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