



Thiel Audio launches 'Thiel CS 3.7' - the Ultimate Performance Speaker in the Middle East

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Jim Thiel, legendary inventor, chose Dubai for the International launch of the state-of-the-art loudspeaker, which promises to revolutionize sound technology in the Middle East.

PR9.NET February 28, 2006 - Dubai, THIEL Audio, the US-based specialty designer and manufacturer of very high performance loudspeakers, and Emirates Computers, the leading technology integrator and distributor in the Middle East, announced the launch of the most radical Thiel design to date – the THIEL CS3.7 loudspeaker. Thiel Audio made its foray into the Middle East market by partnering with Emirates Computers, who are promoting Thiel's award winning state-of-the-art audio and sound products in the Middle East.

THIEL Audio is a US-based engineering-driven organization that performs research, design, and manufacturing of loudspeakers for audiophile grade home music listening and highest quality video sound reproduction. THIEL's products incorporate a variety of technological advancements in driver design, acoustical construction techniques, and crossover design. All their work is directed toward one end: to provide the most realistic sound reproduction possible.

At a press conference in Dubai, Jim Thiel, Co-founder and Chief Engineer, THIEL Audio Products Company, unveiled the company's most significant product introduction in over a decade: The long-anticipated CS 3.7 loudspeaker. He highlighted the technical innovations associated with the CS 3.7, which pertain to driver and enclosure design. The CS 3.7 represents a completely new floor-standing loudspeaker concept for THIEL, utilizing several of designer Jim Thiel's newest and most startling innovations. Thiel CS3.7, which was designed after 12 years of extensive research at the Thiel factory, has revolutionized the standards people can expect for music listening and watching movies.

Speaking on their Middle East foray, Jim Thiel said, "Thiel Audio has established itself as a premium audio brand over the last 29 years. With so much development happening in the Middle East, especially in the tourism and hotel segment, and private property development, there is a growing demand for very high quality audio products such as THIEL. Our Middle East consumers can now expect wonderfully accurate renditions of their favorite listening music as well as similarly realistic home theatre experiences."

On the Thiel CS 3.7 design, Kathy Gornik, President of Thiel Audio said, "The new midrange driver diaphragm technology of the CS3.7 model allows unprecedented purity and sweetness of midrange reproduction. The entire sonic spectrum is completely uncolored by any resonances, ringing, or energy storage from either the midrange or tweeter diaphragms. The diaphragm geometry of the new 10-inch woofer increases strength for wider bandwidth and reduces weight for higher efficiency. The woofer's output is augmented by an auxiliary bass radiator. The CS3.7's cabinet top is made of formed aluminum that reduces cabinet resonances, reduces diffraction, and reduces internal standing waves."

At the press conference, Jim Thiel not only discussed the CS3.7 but also his design philosophy and goals as well as other unique products and award-winning, patented technologies he has produced in recent years.

"Thiel has a reputation for pioneering new loudspeaker technologies and features and they have been investing heavily in research and development to achieve perfection in sound technology. Emirates Computers will promote Thiel's full range of audio products, which are synonymous with the finest sound quality and design. Innovative designs such as the CS3.7 and perfect sound quality per dollar will insure that THIEL Audio sets new acoustic standards in the Middle East," Tony Abou Jawad, Emirates Computers' Audio Visual Unit Manager commented. "We plan to sell Thiel speakers out of our show rooms and through a Middle East dealer channel that we are currently auditioning," Mr. Abou Jawad concluded.

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About THIEL Audio Products Company

THIEL Audio Products Company of Lexington, Kentucky, founded in 1975, is a privately-held, engineering-driven organization that performs research, design, and manufacturing of loudspeakers for the highest quality music and video sound reproduction in the home. THIEL pursues the goal of musical perfection through advanced technology and construction techniques, and THIEL's designs have been honored on numerous occasions by the audio industry. The primary focus of each area of the company's research and development, acoustical and construction engineering, and marketing and sales, is to ensure the highest level of customer satisfaction possible and the greatest enjoyment possible of the home sound experience. For further information on Thiel Audio, please visit www.thielaudio.com

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