



5601 Metro Drive  
Baltimore, MD 21215  
tel (410) 358 3600  
fax (410) 764 5266  
[www.polkaudio.com](http://www.polkaudio.com)

Media Contact: Adam Sohmer  
Sohmer Associates, LLC  
347-497-4965  
[adam@sohmerassoc.com](mailto:adam@sohmerassoc.com)

**For Immediate Release**

**CES 2010: Venetian Hotel Suites 30-216 and 30-218**

## **Polk Brings Indoor Sound Outdoors With New Atrium® Lineup**

*-- Across-The-Board Refinements For One Of The Most Popular  
Outdoor Speakers Ever Brought To Market --*

LAS VEGAS, NV, January 4, 2010 – Polk Audio®, the Speaker Specialists®, are using the occasion of the 2010 Consumer Electronics Show to unveil an exciting upgrade of its Atrium lineup of outdoor speakers, bringing across-the-board enhancements in style, technology, durability and ease of installation to one of the most popular outdoor speakers ever marketed.

“Our Atrium line has proven itself as an audio classic, with over a million successful installations since it was first introduced,” said Polk Product Line Manager Al Baron.

“When we set out to revisit the Atriums, we looked at everything from the ground up

with only one question in mind – how can we make them even better? The results speak for themselves. From the standpoints of sound quality, weatherproofing, reliability and style we’ve really kicked it up a notch and refined these champs to an extraordinary level of performance and value.”



Virtually every aspect of the Atrium lineup is newly enhanced, starting with a smart new design that blends more effectively into the environment. While the speakers are meant to disappear visually, they stand out loud and clear sonically, thanks to a Broad Coverage Baffle that sets a new standard in dispersion characteristics for outdoor speakers. A computer-designed radius baffle maximizes mid- and high-frequency dispersion, bringing a greater sense of depth and detail to the soundfield.

#### Safe, Simple Installation

The new Atrium outdoor speakers feature Polk’s proprietary Speed-Lock™ bracket, which simultaneously cuts down on installation time while increasing safety. Unlike products that require the installer to hold the speaker at a precise angle while installing knobs and balancing on a ladder, all that is needed to install the bracket is to slide the speaker onto the bracket at the desired angle until it clicks into place, then tighten the knobs.

“Even the most experienced installers tell us that mounting outdoor speakers can be a tricky process,” said Baron. “Safety and performance are a challenge, so we designed the Speed-Lock bracket to address both concerns.”



The Atrium speakers’ rugged new woofers and anodized aluminum dome tweeters were specially designed for outdoor use, and offer sound quality that rivals freestanding and in-wall models. The new tweeters are immune to

the environment and provide smooth indoor quality performance with the broader dynamic range needed for satisfying sound outdoors. The woofers feature injection-molded cones and butyl rubber surrounds that provide the perfect balance of stiffness and flexibility, resulting in high efficiency and linear excursion at higher listening levels.

The Atriums pass Polk’s stringent All-Weather Outdoor Environmental Certification program, ensuring durability throughout nearly any weather condition, meeting or exceeding military spec ratings for salt, humidity, corrosion, and temperature extremes. A patented water-resistant PowerPort® is featured in the larger Atrium models, which adds higher efficiency and a dramatic 3dB of additional bass output, thus providing the deep bottom end that is missing from most outdoor speakers. This water resistant power port can be installed anywhere a sealed enclosure model can, without any concern for water intrusion.

Thanks to aluminum grilles and brackets, and stainless steel and brass hardware throughout, nothing will ever rust on the new Atrium speakers. The extreme weatherproofing on the Atriums mean they will always look as good as they sound.

The new Atrium lineup consists of six models designed to fit any outdoor installation or application. The **Atrium 4** (\$199) features a 4 ½” woofer and ¾” aluminum domed tweeter, while both the **Atrium 5** (\$299) and **5C** (\$329) feature 5” woofers. All three models offer a sealed design and outperforming sonics from their compact enclosures.

The larger Atrium models all feature Polk’s new PowerPort® design and advanced injection molded drivers with aerated polypropylene (APP) surrounds. The **Atrium 6** (\$399) and **Atrium 7** (\$499) each feature a 1” aluminum dome tweeter and 5 ½” and 6 ½” woofers respectively. The flagship **Atrium 8 SDI** (\$300) features a 6 ½” woofer and dual 1” aluminum dome tweeters for an audiophile experience that can be enjoyed in the great outdoors.

Polk’s new Atrium models will be available in February 2010.

# # #

**About Polk Audio**

Polk Audio is an award-winning designer and manufacturer of high performance audio products and the largest audio brand of DEI Holdings, Inc. Founded in 1972 by three Johns Hopkins University graduates, Polk Audio holds over 65 patents for advances in audio design and technology. Polk's products include loudspeakers and electronic components for home, auto and marine applications, the first satellite radio home component tuner, the world's first audiophile-grade active IP-addressable loudspeaker, the first THX Ultra2 Certified in-ceiling loudspeaker, and I-Sonic®-the first entertainment system to include HD radio, XM Connect & Play capability and a DVD player. Polk products are available through authorized specialist consumer electronics retailers worldwide. For more information and the location of a Polk retailer or distributor in your area visit the [www.polkaudio.com](http://www.polkaudio.com) or call us at 1-800-377-7655 (USA and Canada). Outside of North America call +1 (410) 358-3600.