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**For Immediate Release**

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

## **Polk Extends Vanishing™ Series From Walls To Ceilings**

*-- Remarkable Sonic Performance From Diminutive Cutouts  
Distinguishes Nearly Invisible In-Ceiling Lineup --*

LAS VEGAS, NV, January 4, 2010 – Polk Audio®, the Speaker Specialists®, today extended its innovative Vanishing Series of nearly invisible in-wall speakers with six new models designed for in-ceiling applications. The new Vanishing in-ceiling models offer remarkable coverage and impact from exceptionally compact enclosures that install easily and invisibly into any custom installation.

“Today’s home technologies have been trending smaller across the board, and demand is constantly growing for ever more unobtrusive entertainment choices.” said Polk Product Line Manager Al Baron. “With our new Vanishing Series, we’ve hit a balance that will

please everyone, from the most finicky interior designers to the most demanding audio enthusiasts. In-ceiling sound is no longer a compromise.”



Off-axis listening is also greatly improved through the Vanishing Series in-ceiling models. The woofer is mounted to the rear of the enclosure; while the mid- and high-frequency drive units are mounted to the front baffle. Since the smaller, less directional front drivers are dedicated to only reproducing midrange and high range, they inherently offer more even frequency response to listeners sitting on or off axis in a home theater environment.

The speakers’ 15° angled baffles provide an ideal combination of broad coverage and focus when used in multiples for 5.1 and 7.1 surround systems, as well as multi-room applications. The benefit is fuller music reproduction and striking clarity for movie dialog and effects, no matter where the audience is seated.

Polk’s new Vanishing Series in-ceiling speakers are remarkably compact, thanks to a Cassini oval woofer which is mounted diagonally to the enclosure. This design allows all the active drive units to fit into a smaller cutout size and achieve bass performance equivalent to speakers that are at least one increment size larger in diameter than any Vanishing in-ceiling model – while at the same time, taking up less installation space than an equivalent speaker in the same size category.



While most in-ceiling speakers feature perforated metal grilles with hole sizes approximately .8mm - .9mm in diameter, Polk Audio is taking the “vanishing”

concept to the extreme with its newly designed Sheer-Grille™, measuring a mere .6mm in diameter. Though smaller and less noticeable than other in-ceiling speakers, Polk’s Sheer-Grille design features the same paintability and acoustic transparency of models with larger perforated holes.

The new Vanishing in-ceiling lineup consists of six models, each of which fits into small cutout sizes that belie the big sound from these speakers. The **VS50RT** (\$229), **VS70RT** (\$275) and **VS90RT** (\$399) all sport ¾” silk dome tweeters and mineral filled polypropylene midrange drivers. The woofers, tweeters and midrange drivers of these models utilize the same transducer technology as Polk’s RTi freestanding speakers, ensuring that they can be mixed and matched as surround or center channels with spot-on timbre matching.

The **VS500LS** (\$349), **VS700LS** (\$449) and **VS900LS** (\$549) feature unique ¾” ring radiator tweeters and aerated polypropylene midrange drivers, and use the same transducer technologies as Polk’s LSi line of freestanding speakers, for timbre matched performance with these Polk models. All the new Vanishing in-ceiling speakers feature

mineral-filled polypropylene woofers with butyl rubber surrounds for fast and surprisingly deep bass from installations that are practically invisible to the eye.

Similar to all Polk Audio in-wall and in-ceiling speakers, the Vanishing Series models are protected by a new limited lifetime warranty policy that guarantees Polk owners a lifetime's worth of listening pleasure, and Polk dealers a lifetime's worth of hassle-free customer satisfaction. The new warranty policy is effective immediately, and covers all new CI speakers from Polk.

Polk's new Vanishing Series in-ceiling speakers will ship Q2 2010.

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### **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.