



THIEL PRESS RELEASE

THIEL Unveils ZÖet™

A Revolution in All-Digital Whole-House Audio

Sept. 3rd, 2008 (Lexington, KY) — US loudspeaker company THIEL Audio (www.thielaudio.com) has announced the introduction of ZÖet, the first truly plug and play, multi-room, premium quality distributed audio and home theater system that anyone can set up and use in under an hour. Rather than making technology intimidating, THIEL has harnessed thirty-plus years of experience combined with powerful innovations in order to make ZÖet wonderfully easy to setup and use.

A dream come true for the non-technical but discerning consumer, ZÖet self-powered IP-addressable speakers can be located throughout the home and connected to the ZÖet dB1 distribution processor using existing in-home Ethernet, its own lossless proprietary wireless network, or both. “ZÖet is so smart, absolutely no specialized knowledge is required to set it up perfectly in under an hour,” explained THIEL president Kathy Gornik. “ZÖet will work with any music or movie player you already own, making it an ideal product for anyone who desires the simplest path to true high fidelity throughout their home,” continued Gornik.

Let zöet synchronize your home network

Using Ethernet or proprietary wireless connectivity, ZÖet requires no messy drilling to accommodate miles of speaker wire. The entire system can be operated from a surprisingly simple and intuitive remote control, eliminating the need for a trained specialist to get the system up and running. ZÖet lets you make changes and upgrades yourself via an intuitive web interface and automatic firmware updates, making further visits by experts entirely unnecessary.

A big problem in all other networked and wireless audio systems is that sound between speakers is never properly “synchronized.” ZÖet incorporates innovative technology that preserves signal synchronization, avoiding sonic pitfalls such as poor imaging and an “echo effect” common to other network-based systems. Using proprietary algorithms, ZÖet maintains synchronization so well that its performance equals that of traditional high-end audio systems.

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zöet™

live inside the music

Automated bass integration and channel steering

ZÖet also automates the subwoofer integration process. Even experts have a very hard time perfectly blending subwoofers with speakers. Poor quality bass integration means muddy, detached bass that sounds unnatural. THIEL's SmartSub® technology seamlessly mates ZÖet subwoofers with companion ZÖet speaker systems resulting in unparalleled depth, precision, and bass impact that is not at all dependent on the user's ability to configure it correctly.

Channel steering and mixdowns are automated now, too. For example, whenever you're playing a 5.1 soundtrack on only 3 speakers (due to placement restrictions or personal preference), ZÖet knows, and automatically remixes these channels for optimal reproduction.

Ultimate Performance and Convenience

ZÖet can be controlled from any room simply by pointing the remote control directly at any speaker, even if it is located rooms away from the main processor. No need to have stacks of equipment in each room interfering with useful space and décor.

All of this is possible thanks to ZÖet's intelligent use of 2-way communication between the speaker and processor. ZÖet uses technology to simplify setup and operation while also improving performance. Networked and wireless audio can be brilliant! Anyone can use ZÖet. And ZÖet's high-power and ultra high fidelity mean that the best performance is now possible without all of the intimidation and hassle normally associated with typical home theater and multi-zone technology.

CELEBRATING 30 YEARS OF HIGH PERFORMANCE IN 2007

THIEL Audio Products Company is a privately-held engineering-driven organization that performs research, design, and manufacturing of loudspeakers for the highest quality home music and video sound reproduction. Our products incorporate a variety of technological advancements in driver design, acoustical construction techniques, and crossover design. All our work is directed toward one end: to provide the most realistic sound reproduction possible. THIEL manufactures fourteen individual products; the surface-mount PowerPoint 1.2; in-wall PowerPlane1.2; in-ceiling HigherPlane1.2; flat-panel video display speaker ViewPoint; SS1, SS2, SS3, and SS4 subwoofers; the SmartSub™ Integrator; bookshelf-sized SCS4 and MCS1; and the floor-standing CS1.6, CS2.4, CS3.7 (www.thielaudio.com).

Principal and Management Team: THIEL and strategic technology partner, BICOM, Inc.

Kathy Gornik, Co-Owner and President-THIEL Audio
Jim Thiel, Co-Owner and Chief Design Engineer-THIEL Audio
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