



JBL Professional
8500 Balboa Blvd.
Northridge, CA 91329
Phone: 818-894-8850
Fax: 818-830-7802
www.jblpro.com

NEWS RELEASE

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For more information contact:

Phil Moon Phone: 818-830-8711

email: pmoon@harman.com

Staci Moore Phone: 818-895-3495

email: smoore@harman.com

For text and photo files go to the JBL Press Room at: <http://www.jblpro.com/pressroom>

SOUNDFACTOR™ SF25 FROM JBL PROFESSIONAL OFFERS EXTENDED LOW END IN DUAL 15" TWO-WAY SPEAKER

*NEW LINE OF AMERICAN-MADE AFFORDABLE SPEAKERS FEATURE ADVANCED
TOPOLOGY CROSSOVER NETWORK AND NEW WAVEGUIDE DESIGN*

NORTHRIDGE, CA – AUGUST 22, 2002 – The new SoundFactor SF25 from JBL Professional is a portable two-way speaker system with two 15" low frequency transducers. Intended for live music and music playback/DJ applications, the SF25 reflects the increasing market acceptance of the dual 15" configuration. In reality, this is more of a three-way system in that the lower woofer is actually rolled off at a lower frequency than the upper woofer. While this results in a more expensive network, the improvement in mid-range performance makes it worthwhile. The SF25 is especially useful in applications where additional low frequency power is needed, but subwoofers are not practical

Measuring 1092 x 464 x 432 mm (43 x 18¼ x 17 in) and weighing 42.6 kg (94 lbs.), the SF25 has a power capacity of 500 watts (2000 watts peak) and maximum SPL of 133 dB. SoundFactor's advanced network design for its crossover includes heavy gauge wire inductors for low distortion and SonicGuard® high-frequency driver protection. The SF25 is constructed of carpet-covered, ¾" MDF – a material that is structurally and acoustically superior to the particleboard used by many competitive products. All-metal handles and an 18 gauge, full metal grille are also used.



SoundFactor™ SF25

SoundFactor offers musicians, DJs and other users of live sound reinforcement speakers the performance, reputation, prestige, and confidence that goes with JBL speakers at prices that appeal to the most cost-conscious users. Design innovations such as new advanced crossover networks and a patent-pending waveguide allow SoundFactor to offer the best quality and reliability in its class. New assembly lines at JBL's Northridge, California factory deliver high-volume, low-cost parts and finished products. And SoundFactor's design does not sacrifice JBL's legendary standards. For example, the SoundFactor designs have all passed the same 100-hour, full rated-power torture test that JBL high-end touring systems must survive.

The US suggested retail price of the SF25 is \$529.

Headquartered in Northridge, California, JBL Professional is the world's leading designer, manufacturer, and marketer of professional loudspeakers for recording and broadcast, musician, cinema, touring sound, commercial sound and contracting applications. JBL Professional is part of the Harman International network of professional and consumer audio companies. For complete product and company information, go to the JBL Pro website at www.jblpro.com.

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