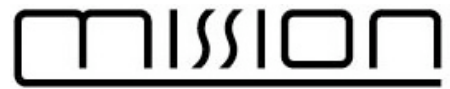


## PRESS RELEASE



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**Above:** Mission MX Series speakers with black cabinet finish

## MISSION LAUNCHES MX SERIES

*New speaker range delivers exceptional sound at affordable prices*

**Cambridgeshire, England** -- Legendary loudspeaker manufacturer Mission is delighted to announce the launch of the MX Series, an all-new range of speakers that exemplifies the company's longstanding reputation for delivering excellent sound at affordable price points.

The range consists of five stereo models: the MX-1 (£149.95 per pair) and MX-2 (£199.95 per pair) are standmount speakers, while the MX-3 (£349.95 per pair), MX-4 (£499.95 per pair) and MX-5 (£599.95 per pair) are floorstanders. In addition, there are two dedicated centre channel speakers for home cinema use, the MX-C1 (£129.95) and MX-C2 (£179.95), plus a super-compact multipurpose model called the MX-S (£119.95 per pair), which can be wall, shelf or standmounted and also is ideal for surround-sound duties. New Mission active subwoofers will join the line-up soon.

Every speaker in the Mission MX Series is designed to deliver maximum sound for minimum outlay, in a practical design that's purpose-built for modern living. Every model is specifically designed to work well when positioned close to a wall, making the speakers easy to position in typical rooms. They are also engineered to deliver a balanced sound both on- and off-axis, aided by an integrated treble waveguide that optimises dispersion, thus ensuring great sound wherever the listener is seated.

Throughout the range, the bass and midrange drive units incorporate cones fashioned from an advanced fibre formulation, providing excellent strength and rigidity. These drivers hand over to Mission's classic 25mm silk dome tweeter via a sophisticated crossover network.

In traditional Mission style, the standmount models have the tweeter positioned below the mid/bass drive unit, in order to aid time alignment. By placing the treble unit lower than ear level, the path length from the treble unit to the listener is longer than that of the mid/bass unit. As the treble unit dome is physically forward of the mid/bass unit cone, the difference in path length helps to equalise the acoustic distance. Similarly, the two-way MX-3 and MX-4 floorstanders position the tweeter between twin mid/bass units in a D'Appolito configuration, while the MX-5 is a true three-way design, with the tweeter sited between a single midrange unit and two bass drivers.

In keeping with the theme of practical living, every MX model has been designed for optimum performance with the drive units' protective grilles in place. Traditionally, speakers sound best with their grilles removed, but this leaves the drive units vulnerable to damage. Although the grilles may be removed if the user wishes, the MX speakers have been deliberately tuned for grille-on use – thanks not least to the built-in waveguide – thus further enhancing both practicality and aesthetics.

The speakers sport a sharp, modern look in keeping with Mission's customary design focus, coupling keyed tonal graduations with a selection of smart wood-grain finishes, able to slot neatly into any domestic environment. All the speakers may be single- or bi-wired (bi-wiring is recommended for optimum performance) and the lower section of the floorstanders may be mass loaded with dry sand to enhance stability and provide additional cabinet damping, thus further enhancing transient response.

The result is a range of speakers that is smart, practical and affordable. Most important of all, they communicate music with engaging energy and detail, bringing performances to life with all the vibrancy and finesse one expects of Mission designs.

The MX Series is the first Mission range to be designed from the ground up by Peter Comeau and his team since Peter was appointed as Director of Acoustic Design for IAG, Mission's parent company, in 2009. Peter previously designed speakers for the Mission brand between 1999 and 2005, his work encompassing multi-award-winning designs such as the Mission 780 and 782. Not surprisingly, the MX Series has been something of a labour of love for Peter, as he explains:

"Mission's ethos has always focused upon bringing audiophile performance down to an affordable level, and the MX Series exemplifies this. With the aid of sophisticated modelling tools and software, we've been able to maximise the performance of the MX Series using the most modern technology available. Yet Mission's original slogan, 'Music is the Master, Technology is the Slave', has never been more apt. Months of fine-tuning through listening to a diverse range of music across multiple genres have allowed us to create, from each the MX loudspeakers, a vibrant and exciting insight into every musical performance. I'm convinced that, whichever MX speaker you select, you'll want to explore your whole music collection all over again."

The Mission MX Series is available from late August. Cabinet finish options include black, cherry, rosewood and walnut.

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**SPECIFICATIONS – Mission MX-S**

- Enclosure type: two-way reflex
  - Mid/bass driver: 100mm advanced fibre cone
  - Tweeter: 25mm silk dome
  - Frequency response: 75Hz - 20kHz
  - Nominal impedance: 8 ohms
  - Sensitivity: 87dB
  - Recommended amplifier power: 25 - 100W
  - Weight (per speaker): 3.6kg
  - Dimensions (HxWxD): 240x146x210mm
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**SPECIFICATIONS – Mission MX-2**

- Enclosure type: two-way reflex
  - Mid/bass driver: 165mm advanced fibre cone
  - Tweeter: 25mm silk dome
  - Frequency response: 52Hz - 20kHz
  - Nominal impedance: 8 ohms
  - Sensitivity: 87dB
  - Recommended amplifier power: 25 - 100W
  - Weight (per speaker): 7.7kg
  - Dimensions (HxWxD): 340x206x310mm
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**SPECIFICATIONS – Mission MX-4**

- Enclosure type: two-way reflex
  - Mid/bass drivers: 2x 165mm advanced fibre cone
  - Tweeter: 25mm silk dome
  - Frequency response: 44Hz - 20kHz
  - Nominal impedance: 8 ohms
  - Sensitivity: 90dB
  - Recommended amplifier power: 25 - 150W
  - Weight (per speaker): 23.7kg
  - Dimensions (HxWxD): 965x206x360mm
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**SPECIFICATIONS – Mission MX-C1**

- Enclosure type: two-way reflex
  - Mid/bass drivers: 2x 100mm advanced fibre cone
  - Tweeter: 25mm silk dome tweeter
  - Frequency response: 75Hz - 20kHz
  - Nominal impedance: 8 ohms
  - Sensitivity: 87dB
  - Recommended amplifier power: 25 - 100W
  - Weight (per speaker): 5.6kg
  - Dimensions (HxWxD): 146x420x190mm
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**SPECIFICATIONS – Mission MX-1**

- Enclosure type: two-way reflex
  - Mid/bass driver: 130mm advanced fibre cone
  - Tweeter: 25mm silk dome tweeter
  - Frequency response: 58Hz - 20kHz
  - Nominal impedance: 8 ohms
  - Sensitivity: 86dB
  - Recommended amplifier power: 25 - 100W
  - Weight (per speaker): 5.1kg
  - Dimensions (HxWxD): 280x172x258mm
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**SPECIFICATIONS – Mission MX-3**

- Enclosure type: two-way reflex
  - Mid/bass drivers: 2x 130mm advanced fibre cone
  - Tweeter: 25mm silk dome
  - Frequency response: 48Hz - 20kHz
  - Nominal impedance: 8 ohms
  - Sensitivity: 89dB
  - Recommended amplifier power: 25 - 150W
  - Weight (per speaker): 19.2kg
  - Dimensions (HxWxD): 865x172x340mm
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**SPECIFICATIONS – Mission MX-5**

- Enclosure type: three-way reflex
  - Drivers: 3x 165mm fibre cone (1x mid; 2x bass)
  - Tweeter: 25mm silk dome
  - Frequency response: 40Hz - 20kHz
  - Nominal impedance: 8 ohms
  - Sensitivity: 90dB
  - Recommended amplifier power: 25 - 200W
  - Weight (per speaker): 28.3kg
  - Dimensions (HxWxD): 1050x250x390mm
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**SPECIFICATIONS – Mission MX-C2**

- Enclosure type: two-way reflex
  - Mid/bass drivers: 2x 130mm advanced fibre cone
  - Tweeter: 25mm silk dome
  - Frequency response: 56Hz - 20kHz
  - Nominal impedance: 8 ohms
  - Sensitivity: 89dB
  - Recommended amplifier power: 25 - 150W
  - Weight (per speaker): 8.9kg
  - Dimensions (HxWxD): 172x500x240mm
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## MISSION

Mission has built a world-class reputation for advanced audio design since the company's formation in Huntingdon, Cambridgeshire in 1977, with an engineering-led approach to product development that has resulted in some of the most popular and iconic loudspeakers ever devised.

Three things have always characterised Mission speakers. First, the cabinets and drive units use innovative materials and sport a distinctive, modern appearance. Second, the sound they produce is fast, detailed and engaging. Third, they deliver excellent sonic and material value for money.

Today, Mission continues to stretch the boundaries of what can be achieved at specific price points, pioneering technologies to create fresh, new designs. The brand now benefits from the unrivalled manufacturing facilities and global reach of parent company IAG, with all the component parts of every speaker made in-house. Yet the company's roots remain firmly entrenched in Huntingdon, where much of Mission's design, servicing and technical support work is still carried out. Peter Comeau, the architect of many classic Mission designs since 1999, leads the acoustic design team. All of which helps to ensure that Mission speakers remain as impressive today as they were when the company first established itself at the forefront of the burgeoning British audio scene some three decades ago.

[www.mission.co.uk](http://www.mission.co.uk)

## IAG

IAG (International Audio Group) is a manufacturer of audio equipment for domestic and professional use, plus professional lighting systems and luxury yachts. With its headquarters and manufacturing facilities in Asia and offices (including R&D) in the UK and North America, IAG is a manufacturer with a truly global reach.

IAG's audio business employs more than 2,000 people worldwide. Its factory complex in Shenzhen, China, is one of the largest custom-designed consumer electronics manufacturing facilities in the world and benefits from an exceptional level of vertical integration, with all component parts – even the tooling – made in-house. The Group's domestic audio brands – Audiolab, Castle Acoustics, Luxman, Mission, Quad and Wharfedale – all enjoy a worldwide reputation for excellence, with illustrious histories that stretch back decades. Top-class British audio engineering remains critical to these brands, with world-renowned designer Peter Comeau leading an acoustic design team brimming with international talent.

The combination of rich brand heritage, purpose-built production facilities in China and experienced audio engineers from around the globe makes IAG a unique proposition in the world of consumer electronics.

[www.iaguk.com](http://www.iaguk.com)



For more information and high-resolution images, please contact Tim Bown or Murdo Mathewson  
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