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## **Definitive Technology Announces “Disappearing™ In-Wall” Series Pricing, Dimensions and Delivery**

**New models debuted at CEDIA Expo 2008 offer minimal visibility, easy installation  
and superior performance**

Baltimore, MD—November 24, 2008— Today Definitive Technology announced pricing, dimensions and March 2009 delivery for their new line of flush mount in-ceiling/in-wall loudspeakers called “Disappearing™ In-Wall.” The range consists of six round, and two square models along with one rectangular bi-polar dedicated surround model. All feature near-invisibility thanks to their small diameters, hidden flange design, and low profile micro-perf grilles. The new models are as easy to install as traditional

flanged flush mount speakers and do not require custom sheetrock/spackle skills to install and look practically invisible.



Debuted at CEDIA Expo in September '08, the Disappearing In-wall product line received an enthusiastic reception from integrators who recognized that the design was on-target with consumer desires while being easy to install. After seeing the DI Series at CEDIA Charles O'Meara of Absolute Sound in Winter Park

Florida said “Definitive’s new Disappearing In-Walls are absolutely breakthrough products that will define the future of architectural loudspeakers.”

Dealers praised the innovative magnetic grille attachment method of the DI Series. Compared to traditional in-wall/ceiling speakers where the grille has to be carefully press fit into a narrow groove in the baffle, the DI series' magnetic grilles snap right into place in an instant, saving installers valuable time and effort.

Integrators particularly applauded the two smallest DI Series models the DI 3.5R (3-1/2" nominal driver diameter) and DI 4.5R (4-1/4" driver) as being on-trend with the move towards small recessed lighting fixtures. At 4-1/2 inches and 5-1/4 inches in overall diameter the DI 3.5R and DI 4.5R models are ideally sized to blend in and "disappear" in contemporary ceilings.

"There have been other attempts at in-ceiling speakers in this size range but they were unsuccessful because of installation difficulty and poor performance" said Definitive Technology President Sandy Gross. "We engineered the DI Series to be as easy to install as our conventional UIW Series and to make sure that the performance was up to the high standards that our customers expect of Definitive products we used our BDSS driver technology."

Definitive's exclusive Balanced Double Surround System (BDSS) driver technology (used in the top-of-the-line Mythos ST floor-standing model) permits these new flush mounts to deliver more bass output and dynamic range than larger drivers. For example the 4-1/2" driver based model has the bass and dynamics of a 5-1/4" traditional speaker, while the 5-1/4" performs like a traditional 6-1/2", and so on. With a pivoting 1-inch Pure Aluminum dome tweeter featuring a specially shaped housing that avoids the diffraction distortions of traditional post mounted tweeters, and a sophisticated adjustable crossover network the new DI Series models deliver the kind of life-like sonic performance and broad even dispersion that have made Definitive Technology the most highly reviewed speaker brand in the USA.

The Disappearing™ In-Wall Series includes five round two-way models, one round single speaker stereo model; two square two-way models, and one rectangular bipolar

model for surround channel applications. Fire-rated pre-construction enclosures will be available as options, allowing integrators, architects and designers to specify Disappearing In-Wall Speakers in multi-family and commercial applications.

The Disappearing In-Wall Series are additions to Definitive's existing Ultimate In-Wall and Reference Series architectural flush mount speaker lines. All models are packaged individually allowing integrators maximum system design flexibility and inventory efficiency and will ship to Definitive's specialist integrators in March 2009.

Model	Configuration	Driver Complement	Grille Dimensions	MSRP
DI 3.5R	Two-way round	3-1/2" mid-woofer, 3/4" pivoting dome tweeter	4.6" diameter	\$189 ea.
DI 4.5R	Two-way round	4-1/2" mid-woofer, 3/4" pivoting dome tweeter	5.3" diameter	\$199 ea.
DI 5.5R	Two-way round	5-1/4" mid-woofer, 1" pivoting dome tweeter	7.3" diameter	\$219 ea.
DI 6.5R	Two-way round	6-1/2" mid-woofer, 1" pivoting dome tweeter	8.3" diameter	\$249 ea.
DI 6.5STR	Two-way stereo round	6-1/2" mid-woofer, 1" pivoting dome tweeter	8.3" diameter	\$279 ea.
DI 8R	Two-way round	8" mid-woofer, 1" pivoting dome tweeter	9.75" diameter	\$299 ea.
DI 5.5S	Two-way square	5-1/4" mid-woofer, 1" pivoting dome tweeter	7.3" x 7.3"	\$219 ea.
DI 6.5S	Two-way square	6-1/2" mid-woofer, 1" pivoting dome tweeter	8.3" x 8.3"	\$249 ea.
DI 5.5BPS	Bipolar two-way rectangle	2 @ 5-1/4" mid-woofers, 2 @ 1" pivoting dome tweeters	7.8" W x 13.6" H	\$399 ea.

### About Definitive Technology

Definitive Technology has been committed to building superior sounding home audio and home theater loudspeakers since 1990, when the company was founded by Sandy Gross, Don Givogue and Ed Blais, lifelong audiophiles and experts in speaker design, acoustics and marketing. Definitive Technology loudspeakers are among the most positively reviewed and honored high performance loudspeakers on the market. Based in Baltimore, Maryland, Definitive Technology is part of the Directed Electronics (NASDAQ, DEIX) family of consumer electronics brands. Audio/video specialty retailers throughout the US and over 30 countries around the world proudly sell Definitive Technology loudspeakers. For more information and the location of your nearest Definitive retailer visit [www.definitivetech.com](http://www.definitivetech.com), or call us at (800) 228-7148 (USA and Canada). Outside of North America call +1 (410) 363-7148.