

# Snell

For Immediate Release

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## **SNELL™ INTRODUCES “INVISIBLE” IW-B550 IN-WALL POWERED SUBWOOFER AND AMPLIFIER SYSTEM**

*-- First Octave Deep Bass System Features Two 12-Inch Subwoofers Driven by Rack-Mounted  
75-Watt Amplifier --*

**Peabody, MA, September 16, 2009** – Snell Acoustics™, a leading manufacturer of high-performance and custom-built loudspeakers for more than 30 years, today announced the introduction of a major breakthrough in “invisible” home theater audio – the **IW-B550 In-Wall Subwoofer and Amplifier System** (SRP: \$5,000). Ideal for new home or any custom installation, the IW-B550 system provides discriminating enthusiasts with an impactful, extended, room-filling, deep bass experience, bringing a powerful new audio dimension to the enjoyment of music and home theater.

The introduction of the IW-B550 In-Wall Subwoofer continues Snell’s “No Compromises” commitment to provide customers with reference playback for multiple listening applications, including: “Elegant,” a traditional-style design featuring the finest wood-finished cabinetry; “Hidden,” offering the finest in-cabinet designs for proper installation in millwork; and “Invisible,” in-wall/in-ceiling solutions for completely discrete mounting. As part of the company’s “Invisible” loudspeaker family, the IW-B550 delivers ultimate-quality reference playback listening with a completely discrete mounting solution, while matching, without compromise, the performance of Snell’s B550 “Elegant” and IC-B550 “Hidden” THX Ultra2 subwoofers.

A deep bass (first octave) loudspeaker system, the Snell IW-B550 consists of two 12-inch in-wall subwoofers, each in a dedicated front-vented enclosure, both driven by a single rack-mounted 750-watt SPA750 Subwoofer Power Activator. It boasts a frequency range of

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20Hz to 80Hz ( $\pm 2$  dB), 375 watts RMS (continuous 8 ohm) and 750 watts RMS (4 ohm), with variable low-pass of 30Hz-200Hz and fixed high-pass outputs @ 80Hz.

Noted Bob Graffy, Vice President and Brand Manager of Snell Acoustics: “Snell is committed to providing the very best no-compromise listening experience for every possible home entertainment system, regardless of configuration. By providing consumers with a new ‘invisible’ solution for enjoying powerful first octave bass, our IW-B550 Subwoofer System is able to duplicate the impressive bass foundation of our acclaimed B550 model subs, but remarkably for in-wall use.”

### **A Major Innovation in Invisible Sound**

The Snell IW-B550 In-Wall Subwoofer System is a full enclosed subwoofer that is pending THX Ultra2 certification. Unlike conventional in-wall subwoofers, it is shallow enough to fit into a standard 2 x 6 construction and still provide high-end, first octave bass. The 5 3/8-inch deep enclosure extends bass response, while quieting the “boomy” and “chesty” characteristics that are typical of “open-back” in-wall designs. The result is deep, rich room-filling bass that brings the subtlest musical passages to life and also provides an intense cinema-like home theater experience.

Like all Snell products, the IW-B550 offers customers and custom installers a variety of design options to fit all décor situations, including metal trim ring and grille finished in paintable white as well as custom colors available for an additional charge.

### **About Snell Acoustics**

For over 30 years Snell Acoustics has designed and manufactured high-end loudspeakers, and has earned a reputation as one of the world’s foremost manufacturers of custom-built, handcrafted speakers. Based in Binghamton, New York, the company is renowned for its aesthetically pleasing hand-made cabinets, award-winning sound, and pioneering efforts with THX.™ Snell Acoustics is a wholly owned subsidiary of D&M Holdings Inc. Additional information is available at [www.snellacoustics.com](http://www.snellacoustics.com).

### **About D&M Holdings Inc.**

D&M Holdings Inc. is a global operating company providing worldwide management and distribution platforms for premium consumer, automotive, commercial and professional audio and video businesses including Denon®, Marantz®, McIntosh® Laboratory, Boston Acoustics®, Snell Acoustics, Escent®, Calrec Audio, Denon DJ, Allen & Heath, D&M Professional and D&M

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