



## **Press Release**

### **Teufel adds line of audio streaming products; gears up for the future of home audio**

**Berlin's audio specialist Teufel has added a number of innovative audio streaming products – expanding its product selection through the purchase of Raumfeld GmbH. This new product line will help Teufel further secure its place in the consolidating audio and computer markets.**

Berlin, Dec. 9, 2010 – As of today, Teufel will begin selling streaming audio products by Raumfeld GmbH via its online shop, which ships to countries throughout Europe. Since the end of 2009, Raumfeld has developed and marketed products based on its patented technology, which enables customers to wirelessly experience music throughout multiple rooms.

Teufel is Europe's leading direct seller of loudspeaker and home cinema systems. Raumfeld users can wirelessly enjoy audio streaming of all widespread audio formats and online services like Napster on a sound system sure to satisfy stringent audiophiles. The heart of a Raumfeld set is an intuitive, user-friendly remote control capable of controlling all sound system functions from any room.

Thorsten Reuber, Executive Director of Teufel, explains the company's motivation: "The demands of the market have changed drastically in recent years. Digital audio formats are becoming increasingly popular amongst customers, creating entirely new listening habits, which Raumfeld have engaged impressively. In turn, this has affected the consumer electronics market. It is our intention to work with Raumfeld's technological know-how to set new standards by combining the advantages of digital audio formats and network technologies with the reputed quality of Teufel's sound systems."



All Raumfeld GmbH employees joined the Teufel team in Berlin in mid-November, and have brought their expertise and innovative spirit to Teufel's development and product design departments. Raumfeld will continue to exist as a brand, and will permanently be offered in Teufel's online shop.

Reuber says: "There is incredible potential for collaboration because the core competencies of Teufel and Raumfeld are interlinked. We're always keeping our customers in mind, and this combination delivers unique synergy effects. Raumfeld and Teufel is a coming-together which was meant to happen. Everything fit perfectly – from the product lineup to the direct-sales model, and from the Berlin headquarters to the interpersonal side of things."

Raumfeld was founded in 2008 by Stephan Schulz and Michael Hirsch, two audio enthusiasts and market insiders.

Stephan Schulz of Raumfeld says: "For Raumfeld, as a technological leader in audio streaming system solutions, a partnership with Teufel is ideal. Our customers will benefit not just from Teufel's excellent audio quality, but also from Teufel's extensive customer service, for example."

All Raumfeld streaming audio systems are immediately available via Teufel's web shop, and are free of shipping charges until the end of 2010.

For more information about Teufel and Raumfeld, please visit [www.teufelaudio.com](http://www.teufelaudio.com).

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