

Braun Returns to Audio

Written by Alice Marshall
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Braun returns to audio after 28 years away from the industry with the announcement of plans to bring back the classic LE speaker range, set to make a first appearance at the upcoming IFA 2019 in Berlin, Germany.



As the company puts it, the launch will make a "perfect reintroduction to the heritage of Braun Audio," with a focus on the "purity of design, purity of performance and, above all else, the purity of sound." Further details on the speakers are scant, but Braun does promise "state-of-the-art technology and connectivity," within elegant and minimalist design. That said, actually making the speakers is British speaker maker Pure, with a license for the Braun name from owner Procter and Gamble.

"This year we excitingly mark the return of Braun Audio with the reinvention of one of the brand's most iconic ranges-- the LE," the company adds. "At Braun, the hallmarks of heritage,

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design and innovation have always been at the company's core. The reintroduction of Braun Audio now means the brand reawakens its relationship with the audio world and the importance that sound, and particularly music, has in our lives."

Braun has a long history in audio. It introduced the first hifi turntable with a transparent plexiglass cover, the SK 4, in 1956. Designed by Dieter Rams, it set the standard for following audio hardware. In 1959 the company launched the first mobile record player/radio combo. The first LE speakers followed in 1959, another Dieter Rams design based on the ethos "good design is honest."

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