

### **Winner of the red dot design award**

## in-akustik's Tasty Sound Collection wins internationally renowned design prize

**Ballrechten-Dottingen, August 2010 – From among more than 6000 entries from 44 countries, the Tasty Sound Collection from in-akustik won a red dot 2010 award for outstanding design. This CD series includes compilations of various artists and styles, put together to provide the perfect musical accompaniment to connoisseur tastes such as tea, coffee, wine and whisky. The lovingly produced, elegant 16-page booklets and slip cases designed by the Schindler Parent agency offer a whole range of information about each product.**

### **A sign of recognition**

"Of course we are delighted to have won such a renowned prize", says Dieter Amann, managing director of in-akustik GmbH & Co. KG. "We see it as confirmation of the quality of our products in general – not just in the fields of music and media." As well as CDs, DVDs and Blu-rays, for more than 30 years in-akustik has been selling cables and accessories for unblemished audio and video reproduction. The cables are still developed in Germany, and some of them are manufactured here. Time and again, the specialist press has paid tribute to this quality.

### **Innovative effects with AmbienTech**

In recent years, the company has been making an impression with its innovative and elegant AmbienTech surround sound concept. With its elegant aluminium cable ducts, concealed wall-mounted speakers and LED lighting elements, AmbienTech opens up new dimensions in interior design. Instead of untidy, exposed cables and bulky speakers, AmbienTech provides pleasant lighting to create the right mood in living and business spaces.

### **Innovative ideas from Markgräflerland**

"We constantly strive to offer our customers new, outstanding and stylish products, and the award for the Tasty Sound Collection is recognition of that," says Dieter Amann, underlining the importance of the award for the team and the whole company, which operates around the world from its base in Ballrechten-Dottingen. Its success is based on its product and assortment policy, as well as comprehensive on-site support that is right on the pulse of the market and customers. Who knows what ideas will come out of Markgräflerland next?



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Example product:  
A Tasty Sound Collection:  
"Whisky"



Dieter Amann  
Managing Director

**in-akustik – perfect audio and visual enjoyment**

in-akustik, based in Ballrechten-Dottingen, is part of the Braun group. The company has been dedicated to pure sound and flawless pictures for more than 30 years. It produces and sells products from the fields of cables and accessories, installation, music and media, as well as the intelligent AmbienTech surround sound concept.

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First-class compilations and excellent design – the Tasty Sound Collection from in-akustik.

There are eight compilations in the Tasty Sound Collection. Each CD comes in an elegant slip case and contains a 16-page booklet with interesting information about coffee, tea, wine, whisky, champagne, cocktails, cigars and absinthe – a joy to look at as well as to listen to.

