

TRANSPARENT

Wednesday 18th November, 1pm (GMT)

Transparent unveils its latest speaker - a portable sound and light experience

Transparent, the Stockholm-based modular electronics brand, has launched a [Kickstarter campaign](#) for its latest home audio innovation, the Light Speaker. The brand's first-ever portable speaker, the Light Speaker, crafted in the form of a traditional outdoor lantern, has been painstakingly designed to evoke the warmth, atmosphere and feel of a glowing, natural light.



SETTING THE SCENE

People have gathered around campfires since the beginning of time; Transparent has thoroughly analysed the look and feel of real flames, from the light temperature, the brightness and characteristics of their movements, to allow the Light Speaker to evoke a simple, natural light that glows with your music. As well as being able to adjust the sound, an additional directional knob allows you to alter the light from the subtle burn of coals, a flickering candlelight to even a bright white reading light.

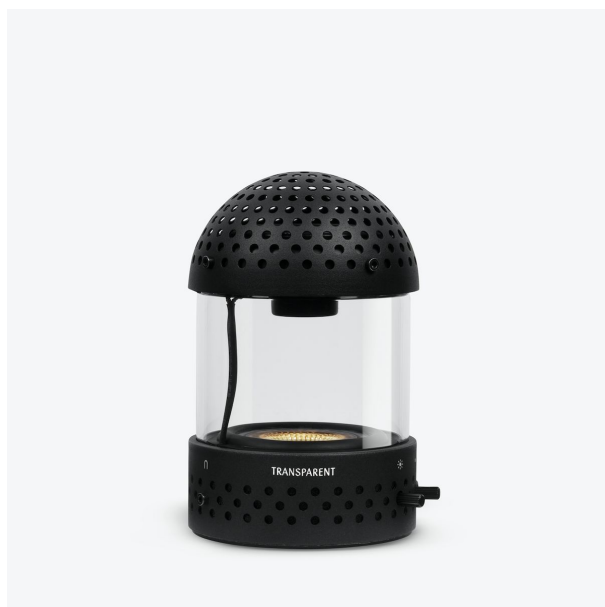
A vibrating bass-and-light element sits in the bottom of the speaker and allows for colour variations and a subtle flicker to follow the music, finely tuned to give off the atmosphere of a real flame. Whether you're preparing dinner in the kitchen or enjoying a movie night, the Light Speaker can provide the soundtrack to any setting.

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UNIQUE DESIGN

With 10 hours of battery life and a detachable handle for easy transportation, the Light Speaker is designed to follow you wherever you go. Whilst consciously taking on the look of a traditional outdoor lantern, it is crafted using durable borosilicate glass and aluminum grills. This not only gives the speaker a sturdy aesthetic, but an IPX2 weather rating means it's perfectly suited for usage indoors and out.



TRANSPARENT

TRANSPARENT SOUND

Considering its portable size, the Light Speaker offers big, open, omnidirectional sound delivering rich bass and crisp details. With a 5W power output, 2.5" full range driver, passive 3" radiator, the Light Speaker features the brand's signature sound which is designed to channel the true intention of the artist. The Light Speaker features the latest Bluetooth technology, as well as 'True Wireless' dual speaker streaming.

MODULAR AUDIO

The single most important thing an electronics product can do to help address climate change and save natural resources is extend its lifetime. That is why the brand invested in a modular design with long-lasting materials, like glass and aluminum, that lets you repair and upgrade over time, eliminating harmful electronic waste from the world as a result. Upgradeable design crafted to last a lifetime.



KICKSTARTING INNOVATION IN AUDIO DESIGN

Transparent first launched on Kickstarter nearly ten years ago, when a blog post outlining the concept of the inaugural Transparent Speaker went viral. Following a successful campaign, the Transparent brand was born and out of it came its sustainable design philosophy and a goal to bridge the gap between home electronics and interior design. This philosophy is still deeply rooted in Transparent today - with the Light Speaker being no different.

TRANSPARENT

The Light Speaker will be priced at £290, €320 or \$370. However, during the Kickstarter campaign Transparent will be offering a slightly reduced price to anyone that invests.

The Kickstarter Campaign is available to preview at bit.ly/lightspeaker2020.

The Light Speaker will be available for general sale in April 2021.

About

Transparent is a Swedish audio brand that creates audio products which are simple, functional, and circular alternatives to the complicated technology currently available.

Transparent's founders, Per Brickstad and Martin Willers, are driven by a passion and curiosity to create products that are as much an interior design object as a great sounding piece of technology. The brand's name also stands for a desire for open, honest, and sustainable business practices. It believes that products and objects for the home should not feel outdated after just a year.

The brand is most recognised for its award-winning, inaugural product - Transparent Speaker – and has since added several distinguished audio products to its permanent collection. Stay tuned for more exciting projects, which will be rolled out in 2020-21.

Transparent Sound boasts and has attracted various artists across many genres, such as Will.I.Am, Steve Angello and Robyn.

Transparent's products are available from Mr Porter, The Conran Shop and Turntable Lab.

Media enquiries

For further information or high res images please contact Transparent's press office at Little Red  at transparent@littleredpr.co.uk