



Thiel Audio Announces First Nashville Retail Space, Custom Designs To Award-Winning AURORA Wireless Speakers

Audio Technology Company Also To Exhibit at Luxury Tech Show in NYC October 4

NASHVILLE, Tenn.—September 29, 2017—[Thiel Audio](#), the audio technology and entertainment company with a 40-year heritage of award-winning sound and design, announced today that it will open its first retail showroom in Nashville.

At Thiel's studio space at The Pinnacle in Symphony Place (150 Third Avenue South), customers will be able to directly purchase the company's new AURORA by Thiel line of wireless speakers as well as sample components of its custom line. The store will be open Tuesday-Friday from 10am-5pm, with the studio continuing to operate for events at night.

For photos of the AURORA by Thiel line and the new retail showroom, visit [here](#).

Thiel Audio has also introduced interchangeable AURORA faceplate designs which will be available for pre-order in October. These will accommodate a variety of current home decor styles. From earthy to modern, rustic to industrial chic, available trims will be copper or dark gray wood-grain for white or black Home or Tour speakers.

The AURORA Home and the battery-powered AURORA Tour are Thiel's first wireless streaming products, both featuring a connectivity suite leveraging DTS Play-Fi®, Apple Airplay®, and Bluetooth technologies, that lets users connect seamlessly from their devices to as many as 16 speakers at one time.

The AURORA by Thiel products will also be on full display at the [Luxury Technology Show](#) in New York (at [The Metropolitan West](#)) on Wednesday, October 4. The event will feature an exhibit from Thiel Audio as well as the latest innovations from some of the most prestigious and cutting-edge tech brands from around the world, with categories including photography, health and wellness, automotive, smart tech, appliances and more.

“At Thiel we have always believed that you don't have to sacrifice great sound for beautiful design and the award-winning new AURORA line of speakers is the perfect blend of both,” said Elyse McKenna, CEO of Thiel Audio. “Music and design lovers who appreciate how much a great sound system can add to their homes will find these new designs a perfect complement, and we look forward to showcasing them at our Nashville retail space and the Luxury Tech Show leading into the holiday season.”

For more information on Thiel Audio and the AURORA line, please visit www.thielaudio.com.

Product Details:

- Both AURORA Home (\$899) and the battery-powered AURORA Tour (\$599) are available for purchase at www.thielaudio.com
- Each come in black and white and have interchangeable faceplates in a variety of finishes including copper and light dark gray wood-grain.
- Feature a connectivity suite leveraging DTS Play-Fi®, Apple Airplay®, and Bluetooth technologies (Alexa compatibility coming soon), enabling users to connect seamlessly from their devices to as many as 16 speakers at one time.

About Thiel Audio

Thiel Audio Products, Inc. is a Nashville-based audio technology and entertainment company with a 40-year heritage of award-winning sound and design. In recent years, the company has worked to revise its product line to combine its tradition of high-quality and fine design with the needs of the today's audio consumer. At CES in January 2017, Thiel introduced its first wireless streaming products, the AURORA Home and the battery-powered AURORA Tour, both of which feature a connectivity suite leveraging DTS Play-Fi®, Apple Airplay®, and Bluetooth technologies. Its legacy cabinet speaker lines continue to be available as custom orders, and Thiel maintains a workshop in Lexington, KY. Thiel Audio products are can be purchased through its website www.Thielaudio.com. The company also operates Thiel Studios, a state-of-the-art ultra-HD streaming studio and performance space in Nashville. The 3,000-foot space includes a Thiel Audio demo room, performance stage, meeting space and entertainment areas where fans can unite with well-known and emerging artists via fully interactive live performances that are streamed in 4K ultra-HD video and 24-bit sound.

www.thielaudio.com

Twitter: @ThielAudio

facebook.com/thielaudio

Instagram: thielaudio

Thiel PR Contacts:

Laurie Jakobsen, 917-697-2274

laurie@jaybirdcom.com

Kyle Wall, 570.575.3405

Kyle@jaybirdcom.com

Liz Scanlon, (510) 295-7542

lizscanlon@gmail.com