

## **PRESS RELEASE**

### **For Immediate Release**

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# IAG

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## **IAG Appoints Peter Comeau as Director of Acoustic Design**

*Respected British audio designer to oversee product development for  
Wharfedale, Mission, Quad, Castle Acoustics and Audiolab*

**IAG, the multi-award-winning audio equipment manufacturer, is delighted to announce the appointment of Peter Comeau as Director of Acoustic Design.**

Peter's responsibility is to oversee the talented teams developing new products for all IAG's domestic audio brands, including Wharfedale, Mission, Quad, Castle Acoustics and Audiolab. He will be largely based in Asia, where IAG's factories are situated, with frequent visits to IAG's UK facilities in Huntingdon, Cambridgeshire.

Peter arrives at IAG with more than 30 years of audio industry experience, during which time he has earned a reputation as one of the world's most revered acoustic designers. He was co-founder and Technical Director of famous British loudspeaker brand

Heybrook, prior to joining Mission as Director of Acoustic Design in 1999, where he was responsible for many award-winning speaker designs. He also acted as a consultant for NXT, introducing the new 'flat' speaker technology to Far Eastern markets.

Peter's appointment marks his return to the Mission brand, which he left in 2005 prior to its acquisition by IAG.

"I'm delighted to have joined IAG at this critical point in the company's history," said Peter. "To work with such prestigious brands is an honour, and to continue the work in building Mission into a leader in outstanding speaker design is a dream come true. But these are all brand names that I have known, and revered, since my youth and I'm really looking forward to advancing the design techniques and engineering that have kept these names high in the high-fidelity canon for so long."

**Award-winning speaker designs by Peter Comeau include:**

- **Heybrook HB1**  
Winner, Best Loudspeaker – What Hi-Fi? Awards 1983, 1984 and 1985
- **Mission 780**  
Winner, Best Loudspeaker – What Hi-Fi? Awards 2000 and 2001
- **Mission 782**  
EISA European Loudspeaker of the Year 2001
- **Mission Volare V63**  
EISA European Loudspeaker of the Year 2003
- **Mission Elegante E8**  
Winner, Best Loudspeakers Over £2,000 – Home Cinema Choice Awards 2004



IAG (International Audio Group) is a manufacturer of audio equipment for domestic and professional use, plus professional lighting systems and luxury yachts. With its headquarters and manufacturing facilities in Asia and offices in the UK and North America, IAG is a manufacturer with a truly global reach.

IAG's audio business employs more than 2,000 people worldwide. Its factory complex in Shenzhen, China, is one of the largest custom-designed consumer electronics manufacturing facilities in the world and benefits from an exceptional level of vertical integration, with all component parts – even the tooling – made in-house. Each of the Group's five domestic audio brands – Audiolab, Castle Acoustics, Mission, Quad and Wharfedale – enjoys a worldwide

reputation for audio excellence, with British origins and an illustrious history that stretches back decades. Top-class British audio engineering remains critical to each of these brands, as evidenced by Peter Comeau's appointment.

The combination of rich brand heritage, exceptional production facilities in China and highly experienced audio engineers from around the globe makes IAG a unique proposition in the world of consumer electronics.

[www.iaguk.com](http://www.iaguk.com)

**Websites for IAG's domestic audio brands:**

Audiolab: [www.audiolab.co.uk](http://www.audiolab.co.uk)

Castle Acoustics: [www.castle.uk.com](http://www.castle.uk.com)

Mission: [www.mission.co.uk](http://www.mission.co.uk)

Quad: [www.quad-hifi.co.uk](http://www.quad-hifi.co.uk)

Wharfedale: [www.wharfedale.co.uk](http://www.wharfedale.co.uk)



For more information, product samples and hi-res images, please contact:

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