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Premium audio brand Master & Dynamic takes on wireless likes of Sonos and Naim with the MA770-- 100W all-home sound system with a casing built out of proprietary concrete composite. Yes, you read that right!

According to the company, concrete is actually a great material for audio systems, since it has "a rich, sculptural quality, with a robust, tactile heft that is delicately balanced with gentle, sculptural curves." It also offers "added durability" since, at the end of the day, it remains concrete, while dampening properties are superior to those of wood and plastic.

Inside the striking Sir David Adjaye-designed casing are a 100W Class-D amplifier powering dual 4-inch woven kevlar long-throw woofers and a 1.5-inch titanium tweeter. Connectivity comes through built-in Chromecast and Bluetooth as well as wired 3.5mm jack and auxiliary input. Two speakers can be paired for a stereo image via the Chromecast, a first according to the company.

Protecting the speaker is a magnetically-attached stainless steel grille, while the controls are crafted from diamond-cut anodised aluminium. Control also comes via mobile devices and compatibility with all Chromecast-enabled streaming services.

The MA770 is available from mid-May 2017, with preorders open now.

Go Master & Dyanmic MA770