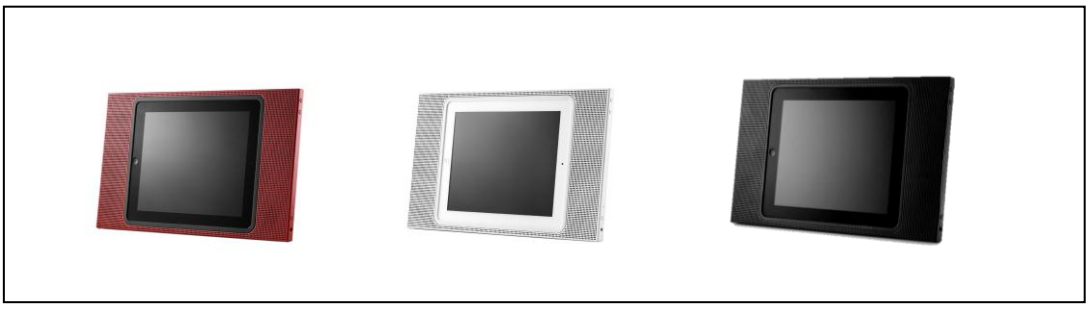
NEWS FLASH

Copenhagen, November 2012

BeoPlay A3 now available in red or white

B&O PLAY by Bang & Olufsen is now launching its speaker frame for the iPad, BeoPlay A3, in two new colours, red and white.



Combining clever design with amazingly rich sound, BeoPlay A3 adds a new acoustic dimension to iPad enjoyment. Bang & Olufsen's ingenious Adaptive Stereo Orientation™ knows how you're using your iPad, and delivers remarkably good stereo separation by choosing which of four speakers to activate no matter how you hold the device. BeoPlay A3 works with all iPad versions to provide a convenient stand for iPad viewing in either portrait or landscape format.

Whether you're scrolling through your favourite music tracks, using your iPad as a mini-TV to catch a film or TV show, or holding a videoconference with colleagues, BeoPlay A3 makes an arresting audio addition to any iPad experience. The new colours, white and red, join the original black version launched earlier this year to provide even more choices for integrating iPad viewing and listening into home décors. White will be the natural choice for many owners of white iPads, while red will add a splash of distinctive colour to both black and white iPads.

Now available exclusively at Bang & Olufsen shops. Priced at USD $549

For more information please contact:

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Photos available for download at http://mediacenter.bang-olufsen.dk/

B&O PLAY from Bang & Olufsen provides premium listening and viewing experiences to digitally connected design fans. For more information, see www.beoplay.com and www.bang-olufsen.com

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