PRESS RELEASE 1/5



Pamper your loved ones this holiday season with timeless designs from Bang & Olufsen

Bang & Olufsen - Holiday Gift Guide 2011

Bringing you a new dimension in luxury, Bang & Olufsen's collection is a feast for the eyes and ears, combining stunning sound and visual production with over eight decades of dedication to design. From luxury gifts, such as BeoSound 8, the perfect digital music partner for your iPad or iPhone, to lifetime indulgence, like Bang & Olufsen's flawless BeoVision 4-85 3D TV. No matter if you buy for digital whizz-kids, design connoisseurs or style arbiters with a taste for the finer things in life, the latest additions to the Bang & Olufsen collection should set their pulses racing.

PRESS RELEASE 2/5

BeoSound 8 sound dock from Bang & Olufsen

If you cannot be parted from your iPhone or iPad, Bang & Olufsen's first sound dock, BeoSound 8 is the ultimate accessory for Apple aficionados and music lovers alike. Its eye-catching conical loudspeakers deliver exceptional sound quality, with the deep rounded bass and natural trebles typically associated with a much larger system. For the super style conscious BeoSound 8 has interchangeable speaker fronts, which apart from the standard white and black, are offered in a range of bold colours such as; red, silver, yellow and orange to suit your mood or the decor.



EarSet 3i by Bang & Olufsen

For city dwellers on hectic schedules or country-philes that love to talk, Bang & Olufsen's new EarSet 3i, is an Apple compatible hands-free solution, which combines statement style with crystal clear sound performance and total design comfort. Phone reception may let you down, but Bang & Olufsen's EarSet 3i is designed to filter out background noise, so you won't miss a word. Better yet, at the touch of an integrated button you can switch seamlessly from iTunes playlists to a conversation with friends or family, without even taking your phone out of your pocket.



PRESS RELEASE 3/5

Form 2 Headphones by Bang & Olufsen

Like a phoenix from the flames, Bang & Olufsen has revitalised one of its most iconic headsets this season, the Bang and Olufsen Form 2. This striking, over-theear design classic, which is part of the permanent collection at the Museum of Modern Art in New York, comes equipped with dynamic drivers to immerse the listener in truly superior natural sound. With deep bass and precise highs, Form 2 delivers as fantastic a music experience as the artist intended. To celebrate its 25 year anniversary, Form 2 has been 'made over' and will now be available in 4 new colours; red, orange, yellow and white.



BeoCom 2 by Bang & Olufsen

BeoCom 2 has a shape so distinctive there's no gift wrapping in the world that will disguise it. This tall, slender telephone is crafted from a single piece of aluminium. Bringing a dash of design colour to any room, BeoCom 2 is available in six colours including red, green and golden.



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BeoSound 5 Encore by Bang & Olufsen

Bang & Olufsen's new plug-and-play digital music system lets you instantly index and access your digital music collection from any USB, wireless handheld device, hard disc or computer. It also connects you to over 13,000 internet radio stations. Taking the intuitive music experience to another level, BeoSound 5 Encore is ideal for those that struggle to navigate or organise a vast digital music library or simply lack the inspiration to generate the perfect playlist. Using Bang & Olufsen's patented MOTS algorithm, BeoSound 5 Encore can automatically generate playlists based on the selection of a single track. Based on your track selection, the BeoSound 5 Encore analyses every track on your device to automatically select music with a similar musical signature, so you can effortlessly generate playlists to set the mood, whether you're heading out on the town or hosting an intimate dinner party.



BeoVision 4-85 by Bang & Olufsen

If you're looking for the Bugatti Veyron of entertainment systems then the BeoVision 4-85 3D TV by Bang & Olufsen brings a new dimension to luxury. Uniting crisp Danish design with decades of technical excellence, this 85 inch TV delivers stunning 2D and 3D images inside a sleek brushed aluminium frame. A design piece in its own right, and when coupled with the BeoLab 5 state-of-the art loudspeakers creates a virtual home amphitheatre – serving up a virtual slice of the Sydney Opera house direct to your living room. Completed with its own motorised floor stand, which can tilt the set for optimum viewing position and the unique acoustic lens technology which disperses the sound experience across the room, entertainment systems don't get more exclusive than this.

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For more information please contact:

Corporate Communication

Bang & Olufsen a/s

Phone: +45 96 84 51 00 Fax: +45 96 84 50 33

Bang & Olufsen was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.

Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit www.bang-olufsen.com.

Images are available free of charge from the **Bang & Olufsen media centre**: http://mediacenter.bang-olufsen.dk.

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