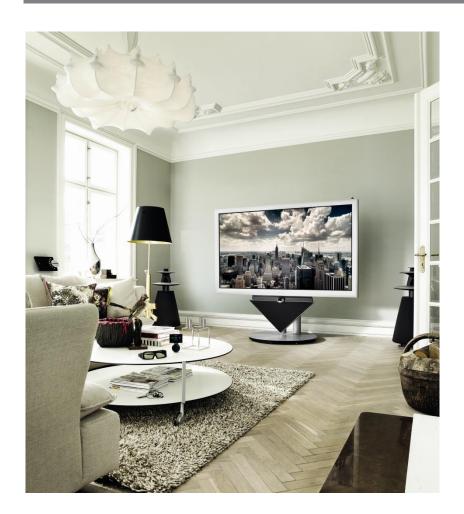
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# Bang & Olufsen launches new elegant TV giant with 3D

The BeoVision 4 85-inch plasma TV is the latest member of Bang & Olufsen's home cinema family and the first Full HD screen with 3D. It incorporates state-of-the-art performance within audio, video, magical moving mechanics and intelligent home integration, all completely controlled by the Beo6 remote control.

Struer, April 2011

With the launch of the BeoVision 4 85-inch TV, Bang & Olufsen keeps their promise: to provide the best picture experience of any plasma screen. Not

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only does the BeoVision 4-85 plasma panel qualify as 'Full HD', which means razor sharp details, rich, lifelike colours and smooth movement of objects on the screen; it is also Bang & Olufsen's first TV concept that includes 3D technology using active shutter glasses. In addition, with the help of Automatic Colour Management to counter the effects of age, it delivers exceptional picture quality, ensuring the same high level of performance year after year.

"BeoVision 4-85 is designed to give our customers the ultimate TV experience. Although it would appear to be mainly suited for home cinema viewing owing to its exceptional picture quality and its significant size, it encompasses a wide selection of picture improvement technologies such as anti-reflection coating that reduces annoying reflections from the screen and automatic picture control which adjusts the light output and makes BeoVision 4-85 well suited for daytime viewing as well," says Product Manager, Ole Moltsen.

If you go for the 3D experience, though, you have to close the curtains completely. Given the ongoing advances in the industry, from recording and editing equipment to the products which transmit them, 3D types of experiences are on the verge of having an impact on the entertainment world at large. The new generation of 3D TV viewing is introduced in the BeoVision 4-85. So get ready to be utterly enthralled by a 3D sight and sound sensation from Bang & Olufsen. And watch your TV experience come alive.

### Spectacular sound

With the dedicated centre loudspeaker BeoLab 10 utilising Acoustic Lens Technology, BeoVision 4-85 has an unmatched sound performance to accompany the high quality picture performance.

"BeoLab 10 is capable of handling the centre channel perfectly even when combined with our most powerful loudspeaker, BeoLab 5. With the patented Acoustic Lens Technology, sound from the centre channel is

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spread equally in the horizontal plane, allowing you to get all the nuances from e.g. film dialogue, regardless of where you sit in the room," says Jens Rahbek, Acoustic Engineer at Bang & Olufsen.

## **Elegant giant**

The new 85-inch member of the BeoVision 4 family is offered with a unique stand that elevates the screen at the touch of a button. When the TV is turned on, the screen will elegantly elevate itself to the optimal viewing position, and the seamlessly integrated BeoLab 10 centre loudspeaker will emerge underneath the screen. At the same time, the screen will turn and tilt according to the user's preferences. When switched off again, the impressive screen moves down towards the floor in a powerful, sturdy fashion and is parked only inches above the floor, making it look less prominent in the room when not in use.

"Placed on a motorized stand, BeoVision 4 represents a whole new and unique approach to the placement of a giant flat screen TV," says Product Manager Ole Moltsen. "Bang & Olufsen is among the few companies that are able to deliver a TV screen that size, and we are the only ones who can offer a stand that will actually lift the screen off the floor, and then turn and tilt it to your preferred viewing position."

BeoVision 4-85 is also available as a screen-only solution, where the screen is mounted on a wall bracket as known from other BeoVision 4 family members.

The size of the carefully crafted 85" screen with its high-grade aluminium frame is impressive, but it becomes even more impressive when the screen starts to move. The movements of the screen and speaker are accelerated and decelerated in the process to underline the muscular progress, and the initial lift of the screen is timed with the start up time of the BeoSystem 3 picture and surround sound engine. The hallmark electronic curtains are then pulled aside while the BeoLab 10 centre loudspeaker is moving forward into position.

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# Centre of intelligent home

This new TV concept is the cornerstone in the intelligent home as it is a fantastic hub for combining audio and video experiences with other home automation systems. To many customers home automation is becoming more and more interesting, and due to increasingly sophisticated interfaces, Bang & Olufsen customers can actually control and operate all their A/V and home automation equipment from the programmable Beo6 remote control all over the house. Control of light settings plus access to security systems, ventilation, curtains, pool cover, burglar alarm etc. are only some of the countless possibilities.

Due to the extensive flexibility of BeoVision 4-85", its built-in competencies and high-end performance, the customer gets a unique Bang & Olufsen solution that can be customized according to individual preferences by the professional Bang & Olufsen retail organization and carefully selected specialist partners.

### For more information please contact:

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**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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