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Bang & Olufsen sponsors new international piano competition

As official partner of the Bang & Olufsen PianoRAMA-Competition, Bang & Olufsen promotes young pianists from 11 to 21 years old on their way to becoming superstars of spectacular sound experiences. The competition takes place for the first time on March 19-26 in Aarhus, Denmark.

Struer, February 2011

The Bang & Olufsen PianoRAMA-Competition is organized by The Royal Academy of Music, and for main promoter of the competition, Anne Øland - Professor at the Academy and teacher for some of the most talented young pianists in Denmark for three decades - the realization of the competition and partnership with Bang & Olufsen, is a dream come true:

"Bang & Olufsen is synonymous with world-class audio and visual

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innovations, and we are very happy and proud of the great interest they have shown in this ambitious project right from the start. There is a great need for a prestigious, international competition of this caliber, offering prize money that will attract and appeal to the very best young pianists," says Anne Øland, who is herself an internationally acclaimed pianist.

"The partnership between Bang & Olufsen and The Royal Academy of Music is a natural partnership alliance, as we both strive to offer our audiences unforgettable sound experiences," says Frank Banke Troelsen, Senior Marketing Director from Bang & Olufsen.

"Bang & Olufsen supports the competition by awarding the main prizes worth a total of 40.000 €. This makes it the competition for young pianists with the highest prize money, which is crucial if we want to succeed in making the Bang & Olufsen PianoRAMA-Competition the leading competition for young piano talents in the world," says Frank Banke Troelsen.



During the preliminary judging, 40 young pianists from 19 different countries were selected to participate. One of them is the 12-year old David Munk-Nielsen from Denmark: "It is cool that we now have a big competition for young pianists in Denmark. I love to play piano, but it is even more fun to practice, when there is a

competition coming up. It keeps me motivated, even when I would rather play computer games," says young David.

Bang & Olufsen's involvement in this project goes hand in hand with the ambition to create a sound stage as close to the authentic experience as possible. Industry-leading technologies, such as the patented Adaptive Bass Control, Adaptive Bass Linearisation and licensed Acoustic Lens Technology allow Bang & Olufsen loudspeakers to deliver the best obtainable acoustic

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performance and give the user an experience that matches and even exceeds the expected performance.

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About the Bang & Olufsen PianoRama-Competition

40 young competitors from 19 different countries have been selected to participate. Competitors are divided into two age categories; 11-15 and 16-21 years old. An international jury of 7 judges will select the prize winners of the two age categories. The jury members are: Anne Øland (president), Justas Dvarionas, Klaus Kaufmann, Kevin Kenner, Solomon Mikowsky, Erik Tawaststjerna and Albert Tiu. Bang & Olufsen is the official partner of the competition and Crown Prince Frederik of Denmark

is Protector For more information about the Bang & Olufsen PianoRama-Competition, visit www.pianocompetition.dk

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.

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