

BANG & OLUFSEN ADVANCED SOUND SYSTEM FOR THE AUDI A6/A6 AVANT

The new Bang & Olufsen Advanced Sound System Audi A6 heralds the dawn of a new era. Bang & Olufsen's widely acclaimed Advanced Sound System is now available for Audi's prestige business car, the A6 – a first for this segment of the market.

A winning formula

Taking inspiration from Audi's A7 Sportback and A8 models, the new Bang & Olufsen Advanced Sound System Audi A6 adopts the same organic petal-and-leaf loudspeaker grille design. Featuring the largest front door grilles ever produced by Bang & Olufsen, the exquisitely polished and anodised aluminium grilles in the A6 model are finished in a metal-look platinum colour that evokes a sense of purposeful luxury befitting a premium business car. These grilles mean business — in every sense of the word.

Design meets technology at every turn

When you activate the system, two acoustic lenses rise silently from the dashboard in line with the windshield — a hallmark of Bang & Olufsen in-car advanced sound systems. The lens construction is a piece of aluminium artwork, which, when combined with the pure symphony of sound released from the tweeter unit inside the lens, creates an experience that is music to your eyes as well as your ears.

No detail of the Bang & Olufsen Advanced Sound System Audi A6 has been compromised. For example, the woofers and midrange units installed in the front doors, which are enclosed within a single box to conserve space, feature independent air



Controlled power

The 1,330 watts of power delivered effortlessly to the 15 high-end loudspeakers are provided primarily by the compact and highly efficient ICEpower amplifier. Such impressive power is nothing without control, which is why the Bang & Olufsen Advanced Sound System Audi A6 also features a Digital Signal Processor (DSP).

This unit is the brains of the system, and controls equalisation, audio mixing and the various sound modes, such as the exclusive Movie Mode, which encapsulates you in a world of incredible cinematic surround sound while watching your favourite video content. Additional sound modes controlled by the DSP also let you customise your listening experience according to where you and your passengers are sitting in the car.

Using Bang & Olufsen's patented True Image[™] up-mix algorithm, DSP transforms 5.1 channel surround sound from a video DVD into a breathtaking cinematic experience using all 15 of the system's high-end loudspeakers.

Peerless results

The capabilities of the DSP are just one example of the effort that has gone into this latest Advanced Sound System.

Bang & Olufsen sound engineers worked with Audi experts for over 300 hours, painstakingly fine-tuning the sound



performance to match the unique acoustics of the Audi A6 interior. The result is truly stunning. The Bang & Olufsen Advanced Sound System Audi A6 reproduces music exactly as the artist intended and delivers an unforgettable cinematic experience. It touches every sense to produce an emotional experience that you will never forget.



BANG & OLUFSEN ADVANCED SOUND SYSTEM FOR THE AUDI A6/A6 AVANT

SPEAKERS

15 active loudspeakers

2 x 19 mm soft dome tweeters in motorized acoustic lenses

3 x 25 mm soft dome tweeters

5 x 100 mm midranges (4 of 5 in closed cabinets, fibre glass cone, ABS basket)

4 x 165 mm woofers (closed cabinet, air dried paper cone, cast aluminium basket)

1 x 200 mm subwoofer (closed cabinet, air dried paper cone, cast aluminium basket)

DESIGN

Unique aluminum speaker grilles in organic shape following the interior car lines

Aluminium in Platinum colour

AMPLIFIER

1,330 watts at 1% distortion level

DSP (Digital Signal Processing) Amplifier:

True-Image[™]: Proprietary Bang & Olufsen up-mix algorithm for stereo and 5.1 multichannel material

Volume levelling dependant on noise, speed and climate control setting

ICEpower® Amplifier

SOUND FEATURES

Volume Levelling — automatic real-time adjustment of equalization and volume to compensate for changing noise levels, input from a microphone in the ceiling

Diverse sound setting options (front/rear/all/movie)

MOVIE mode: Sound is optimised for visual and audio experiences and focussed to the MMI screens in the car

Surround level adjustment

Playback of multichannel sources