



## BANG & OLUFSEN ADVANCED SOUND SYSTEM FOR THE A7

### BANG & OLUFSEN ADVANCED SOUND SYSTEM FOR THE AUDI A7 SPORTBACK

The next generation of Bang & Olufsen's Advanced Sound System has led to an organic fusion of state-of-the-art automotive technology and superior audio innovation.

#### Organic design

The new Bang & Olufsen Advanced Sound System is designed to integrate seamlessly with the clean, elegant interior of your Audi premium vehicle. To ensure such seamless design integration meant that the Bang & Olufsen designers had to be involved from the very beginning of the car's development. From the acoustic lenses that emerge from the dashboard in line with the wind shield to the aluminium, organically shaped loudspeaker grilles, no detail has been left to chance. The superb craftsmanship is evident in every aluminium surface, which has been polished and anodised to a discrete, custom platinum finish.

The attention to detail is never more obvious than in the process used to polish the aluminium surfaces: A computer precisely recorded every movement made by an engineer wearing a motion-capture suit while polishing the aluminium grilles so robots could mimic the exact movements during full production.

#### Listen closely

The elegant, refined interior of your Audi has been seamlessly appointed with 15 loudspeakers that merge organically with the design. Unwilling to compromise on efficiency and power, our expert sound engineers equipped the woofers and subwoofer with an ICEpower amplifier, thus producing 1,330 watt for an outstanding sound experience. With additional loudspeakers sound has been further optimised for each seat making your Audi the favourite place to listen to music.



#### Engineered for every situation

Whether you are cruising along a country road, flying down the motorway at 200 km/h or standing still, the Bang & Olufsen Advanced Sound System will provide you with the perfect sound experience.

Bang & Olufsen's sound engineers spent more than 400 hours fine tuning and perfecting the sound for you and your passengers in nearly every condition. The process was conducted not only using state-of-the-art tuning equipment, but also the highly trained ears of our gifted sound engineers.

#### Privacy on the road

Selected loudspeakers in the Bang & Olufsen Advanced Sound System are enclosed within their own sturdy, sealed cabinets, which means that they are not actually part of the car's frame, thus significantly minimising chassis vibration and external noise. This means that you can turn the volume up to enjoy your favourite piece of music or take a confidential phone call without being overheard by someone on the outside.

#### Cinema on wheels

Enjoy true cinematic experiences while driving in the comfort of your new Audi with Movie Mode, a new surround sound setting for movies. Utilizing all channels, Movie Mode fits the sound to



the action on the screen so passengers experience the movie the way it was meant to be enjoyed – in full surround sound.

In addition to Movie Mode, the second generation Bang & Olufsen Advanced Sound System has three additional unique sound settings so you can customise your listening experience according to where you and your passengers are sitting. The organic design, attention to the smallest detail and superb engineering are all clear indications that the next generation Bang & Olufsen Advanced Sound System truly follows the more than 85-year long Bang & Olufsen tradition.



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### SPEAKERS

15 active loudspeakers

Two of the speakers are moving Acoustic Lenses

Speakers are mounted in closed cabinets to optimize the sound performance

### DESIGN

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

Aluminium in Platinum colour

### AMPLIFIER

Total output power of 1330 watt at 1% THD (distortion level)

10-channel DSP amplifier

10 power output channels - 420 watt at 1% THD

5 line output channels

5-channel ICEpower amplifier – 910 watt at 1% THD

### 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