PRESS RELEASE 1/3



## Open the window to your music library and let the light shine in

## BeoSound 5 Encore is now available in white

Struer, October 2011

The recently launched BeoSound 5 Encore is on the fast track to becoming a Bang & Olufsen bestseller, which is why the line has expanded to include a white colour option.

Consumers are singing the praises of BeoSound 5 Encore for its elegant design, its exceptionally easy access to digital music, and its compelling price point.

PRESS RELEASE 2/3

BeoSound 5 Encore is the answer to a growing demand in our digital music era to collapse one's entire music library into a more organised space, without losing the overview. The system is an all-embracing sound hub that gives owners full control over how they scroll through their music library. Henrik Lind, owner of Bang & Olufsen in Hellerup, Denmark says: "Our customers like that BeoSound 5 Encore can be used with their pre-existing central server, where their music is already stored."

Demand for this music system is on the rise, which is why this colour enhancement has been made. BeoSound 5 Encore in white will appeal to customers with modern, minimalistic homes that work with a clean and neutral colour palette.

BeoSound 5 Encore in white represents a fresh and light design expression that reflects the tastes of many Bang & Olufsen customers. Taking cues from BeoSound 5, the Encore also stresses simplicity and easy access, building mechanical, tactile elements into a strong graphical expression.

Now, BeoSound 5 Encore offers a pop of brightness and lightness that add luminosity to the room, as music fills the space. The white frame appears along the edges of the system and at the base of the stereo, securing the unit.

## 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.



PRESS RELEASE 3/3

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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