

## **Premium Sound from Every Seat**

With 16 active loudspeakers driven by 1,200 watts of power, the Bang & Olufsen high-end Surround Sound system for BMW 7 Series vehicles will give you and your passengers a rich and authentic sound. Each of the seven tweeters is paired with a mid-range loudspeaker to deliver a uniform and highly balanced sound, and two potent subwoofers located under the front seats are mounted directly to the body of the car to significantly reduce vibration and create a fluid and clean sound performance.

Highly skilled Bang & Olufsen sound engineers went to great effort analysing the different interior contours of the long and short wheelbase Limousines when tuning the sound for each variant ensuring optimal sound performance in both.

The sound remains constant despite changes to listening conditions with its use of Dynamic Sound Optimization, which gathers data from a cabin-mounted microphone and constantly adjusts the sound according to changing conditions inside and outside the car — like with rain or when you are cruising down a busy city street.

For the best possible listening experience for both yourself and your passengers, the system features Bang & Olufsen's patented Acoustic Lens Technology that distributes sound horizontally with 180° of dispersion from left to right. On closer look, the acoustic lens cover also reveals an additional mid-range loudspeaker that delivers perfectly balanced sound throughout the cabin.

Two distinct sound modes integrated into the system also allow for unique listening experiences. Studio Mode produces a vivid sound stage that will make you feel like you are sitting in a recording studio, while the Expanded Mode widens the sound stage to give passengers the impression that the loudspeakers



are located outside the car, thus replicating the feeling of being in a larger space, like a concert hall or theatre.

## A Fitting Design

Each Bang & Olufsen high-end sound system is uniquely made to echo the design of your vehicle's interior, and the distinctive design of the Bang & Olufsen high-end Surround Sound system for BMW 7 Series vehicles is no exception. With a clean and modern style that integrates perfectly into your BMW's interior design approach, the system has several of the classic design features that customers have come to expect from Bang & Olufsen systems.

The system also has elements to suit the unique qualities of the BMW 7 Series – like aluminium grilles that have been shaped to match the car's interior and subtle, yet distinct LED lights that shine from all speakers – even those in the doors and the parcel shelf. The combination of light and sound is at the heart of the Bang & Olufsen high-end Surround Sound system for BMW 7 Series, assuring that you can see and enjoy Bang & Olufsen's signature Danish design style at all times.



The combination of light and sound is most impressive when you turn on your vehicle. In a process called Light Orchestration, a loudspeaker cover in the centre of the dashboard silently lifts to reveal the large acoustic lens while the embedded LED lights turn on simultaneously. When turned off, the acoustic lens seamlessly meets the vehicle's dashboard and blends in with the clean lines of the car's interior design.

Unique design features include the small tweeter grilles mounted on the inside of the side mirrors of each front door and special mountings that separate grille from frame, giving the illusion that the grille is floating in mid-air. You can also choose the colour of the covering of the ALT lens in the instrument panel to perfectly match the interior of your vehicle and thus better match its design.

## A Long-lasting Partnership

The Bang & Olufsen high-end Surround Sound system for BMW 7 Series vehicles is a perfect match of clean and refined design and high-end technology. This dynamic system is the continuation of a successfully partnership between two industry-leading powerhouses, with Bang & Olufsen high-end Surround Sound systems now available in BMW 5, 6, and 7 Series vehicles. Bang & Olufsen's integration of proven technology and innovation results in a system that meets the top-notch standards of BMW 7 Series vehicles and creates a sound that you and your passengers can — and will — enjoy.

