

Bang & Olufsen a/s launches 3D technology in big screen TV family

Bang & Olufsen launches 3D technology in the new BeoVision 4-85 and BeoVision 4-103 televisions. With the addition of 3D technology, the Bang & Olufsen home cinema experience is taken to a new level.

The BeoVision 4-85 television is the first full HD plasma screen with 3D from Bang & Olufsen. It will be closely followed by an update to the existing 103-inch version, which will be available with 3D functionality during May 2011. Both television concepts qualify as 'Full HD' and include the Bang & Olufsen developed Automatic Colour Management feature, which counters the effects of age on the plasma screen and ensures the same high level of picture performance year after year.

The official launch of BeoVision 4-85 will take place at a press event on April 20, 2011 in the Ararat Park Hyatt Hotel, located in the heart of Moscow. Moscow is considered the obvious event location to reveal this concept as Russia is one of the growth markets showing a great demand for Bang & Olufsen's most high-end televisions.

The launch of BeoVision 4-85 and BeoVision 4-103 does not affect Bang & Olufsen's expectations to the current financial year.

Tue Manton
President & CEO

Applications to this announcement to be made to:

Director, Corporate Communications Tommy Jakobsen, tel: +45 9684 5100