

BANG & OLUFSEN BEOSOUND AMG FOR THE SLS AMG

Bang & Olufsen BeoSound AMG has been developed exclusively for Mercedes-AMG cars, appealing directly to both aesthetic and auditory senses when switched on. BeoSound AMG in the Mercedes-Benz SLS AMG is the first sound system developed exclusively for Mercedes-AMG, adding a unique sensory aspect to the inside of the car.

The dominant aircraft engineering design theme in the cabin is perfectly embodied by the dynamic design language of the Bang & Olufsen acoustic lenses on the dashboard, in a sporty-dynamic way they are illuminated similar to the award-winning BeoLab 9 speaker. This illumination in the cars has both a day and a night mode, each triggered by a sensor behind the rearview mirror. Picking up the galvanised silver shadow of the air vents, the acoustic lenses and the speaker grills exude the level of craftsmanship that both Mercedes-AMG and Bang & Olufsen are so renowned for.

Based on the philosophy of Bang & Olufsen the BeoSound AMG system aims to achieve a clean and precise reproduction of what the artist intended. For the Mercedes-Benz SLS AMG the experience in car sound tuning was the key of achieving this goal no matter how fast the SLS is driven. Static and dynamic sound tuning on the road ensured that, for instance hardware, visual design parameters and interior materials have been taken into account.

Intelligence and integration

Below the surface, the BeoSound AMG system provides Bang & Olufsen's new, high end audio platform, which has been engineered based on the experiences from previous automotive projects. This platform incorporates proprietary ICEpower technology; a fusion of high output power and hi-fi sound quality with ultra-compact design and low power consumption.



lighted tweeter units demonstrate Bang & Olufsen's patented Acoustic Lens Technology, with their placement enabling 180° horizontal dispersion of high frequency sounds, giving listeners an improved sense of space, staging and realism. In the Mercedes-Benz SLS AMG the acoustic lenses are placed in the very far corners, right at the front window, which maximises the distance to the listener and thus ensures an ideal listening experience.

BeoSound AMG is 100% integrated with the control unit in the car, offering both driver and passenger full operation through the Mercedes-Benz Comand System. In a special Bang & Olufsen menu, the passenger can change settings for the way the sound is distributed in the car.

To sum it all up: Adding to the striking exterior design of the Mercedes-Benz cars experiencing the Bang & Olufsen BeoSound AMG system immediately raises the pulse rate even higher.

WHAT MOVES YOU



BANG & OLUFSEN BEOSOUND AMG FOR THE SLS AMG

SPEAKERS

11 active loudspeakers

2 illuminated acoustic lenses on the dashboard

NeoDym Technology to optimize weight & performance

Ideal speaker placement in the car

DESIGN

Unique silver-shadow speaker grilles

Bespoke sound design by the acoustic team at Bang & Olufsen

AMPLIFIER

True Image™ Bang & Olufsen music algorithm for upmix of stereo and 5.1 signals to 7.1 surround sound

10 channel DSP amplifier

5 power output channels - 250 watt

5 line output channels

5-channel ICEpower amplifier – 750 watt

SOUND FEATURES

Microphone in the ceiling for automatic volume and frequency adjustment

Automatic Volume Control — automatic real-time adjustment of equalization and volume to compensate for changing noise levels

Bang & Olufsen menu in the Comand System:

Sound mode: focus the sound on either one or both of the two seating positions (left/right/all)

True ImageTM: with the proprietary algorithm there's a reference setting which offers a sound stage similar to that in a recording studio. It also offers the choice of a more surrounding listening experience if the user wishes.