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Bang & Olufsen says goodbye – and hello

In a few months, Bang & Olufsen will terminate the audio masters
BeoSound 9000 and BeoSound 3200, which have become true icons of
Danish design. But the company is ready with a replacement – the digital
BeoSound 5 family – with the potential to become a new icon in the world
of digital music.

Struer, August 2011

They have been spotted in hundreds of Hollywood movies and thousands of homes around the globe – and one of them is even to be found on the Museum of Modern Art in New York as part of the permanent exhibition. In a few months it is over: Bang & Olufsen says goodbye to the iconic BeoSound 9000 and BeoSound 3200.

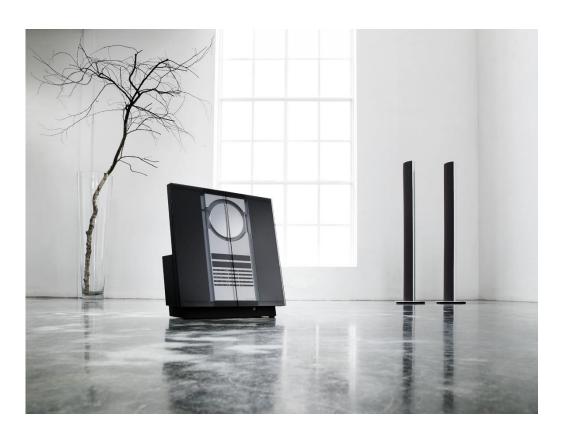
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BeoSound 9000 - the idea of autovisuality

When BeoSound 9000 was launched, it was referred to as both eye-catching and ear-pleasing. Key to the concept was the idea of 'autovisuality', where its basic functionality was exposed. The visible six CDs offering hours of uninterrupted music, the swift and magical movement of the CD clamper, and the slowly raising glass cover were elements making the CD self-explanatory and attracting a lot of attention to it.

BeoSound 3200 - a modern alternative to rack systems

Over a period of impressive 20 years, BeoSound 3200 was updated from cassette tape to CD player - and was referred to as a mountain of music, when the hard disk was included. These days the mountain goes a lot higher, and storing 400 CDs on a hard disk is less impressive in today's digital environment. This is also why Bang & Olufsen has decided to replace this iconic concept that has served as a fantastic Bang & Olufsen concept for so many years.



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Goodbye to the analogue world

The world of music and entertainment is going seriously digital and so is Bang & Olufsen - and it is time to say goodbye to these two fantastic product concepts.

- The 9000 and 3200 are some of Bang & Olufsen's most successful products ever, but times change and a technology brand like Bang & Olufsen must have the courage to reinvent itself and launch new products that signal progress in terms of technology, innovation and design, says CEO Tue Mantoni.

BeoSound 5: Your home's new musical nerve centre

The answer is the BeoSound 5 family. Now we are no longer talking hundreds of CDs but thousands of CDs and tens of thousands of radio stations from around the globe. By going fully digital Bang & Olufsen gets the possibility to constantly create innovation and new features via online software updates – keeping the products alive and constantly on par with the technological development.



BeoSound 5 and BeoSound 5 Encore are digitally based, but dedicated to

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specific individual needs depending on what you are looking for; a plug-and-play solution with BeoSound 5 Encore or a fully system integrated setup that can pull music to any room of the house. Regardless of which you choose, you no longer have to worry about how to find the favourite track you bought three years ago. Radio from all over the world at the tip of your finger, great sound experiences and organized intuitive user interface that is so easy to learn that your 3-year old will pick it up in no time. No more listening to music on less than adequate PC loudspeakers – get the full experience through a pair of BeoLabs of your choice – just lean back and enjoy.

- The new BeoSound 5 Encore redefines how people use their music and demonstrates that Bang & Olufsen have taken a leap into the world of digital music, Tue Mantoni concludes.

The next generation of Bang & Olufsen audio systems is ready to take over.

Upswing in demand for terminated products

Bang & Olufsen is currently collecting the run-out orders from retailers on these two iconic products and has seen an upswing in demand since the announcement was made to the retailers. Bang & Olufsen expects that customers will still be able to find these products in Bang & Olufsen shops in the next couple of months.

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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.

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

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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.

Images are available free of charge from the **Bang & Olufsen media centre**: http://mediacenter.bang-olufsen.dk.

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