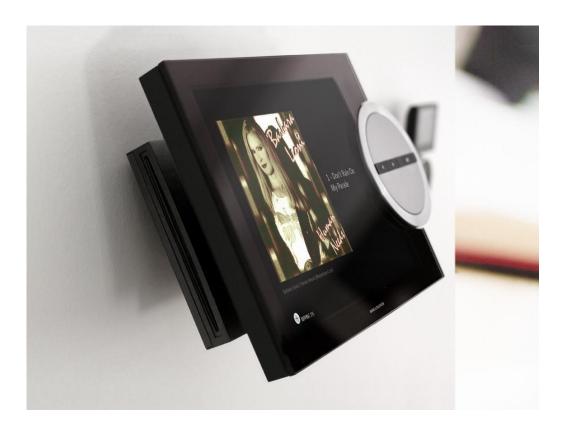
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Bang & Olufsen offers computerfree access to digital music

With the introduction of the new CD ripping device for BeoSound 5, Bang & Olufsen bridges the gap between the classical CD world and the new world of digital music. No computer is needed to transfer your music to the digital music system BeoSound 5 – simply insert a CD and the content is automatically transferred to BeoSound 5 in a high-quality format.

Struer, November 2011

Bang & Olufsen is now ready with a solution for those, who are not yet completely digital in their approach to music, or who still prefer to own physical CDs as well. The brand new CD ripping device for BeoSound 5 allows you to transfer music from your CDs directly to BeoSound 5.

"The new ripping device appeals to those, who could be enticed by a nice and convenient way of ripping music and would prefer not to start up a computer to do it," says Product Manager Rie Kold Pripsø.

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Easy to use

The CD Ripping device is a very intuitive solution. You simply insert the CD and the device will automatically rip all the tracks on your CD, add cover art and information about song and album and start playback immediately. If no information is available, it can be added manually and transferred via a connected computer.

When a CD is ripped, the tracks will appear in the 'Recently Added' list and as part of your complete music collection.

High-quality music

The new ripping device will rip the music to BeoSound 5 in the highest possible quality to ensure that you do not experience any downgrade of the music quality in the digital world. Bang & Olufsen's goal is to create products that can reproduce the sound material as authentically as possible and in the way the artist intended it. And with the new CD ripping device: being faithful to the original is the reference.

An elegant and discrete solution

The CD ripping device is a very elegant and discrete solution which is mounted directly on the BeoSound 5 tube. The CD ripping device is fully backwards compatible, which means that customers who have already bought a BeoSound 5 can attach it easily. It reuses the existing cable management, which makes it easy to create a neat and elegant setup in your home.

Recommended consumer price is ...

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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 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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