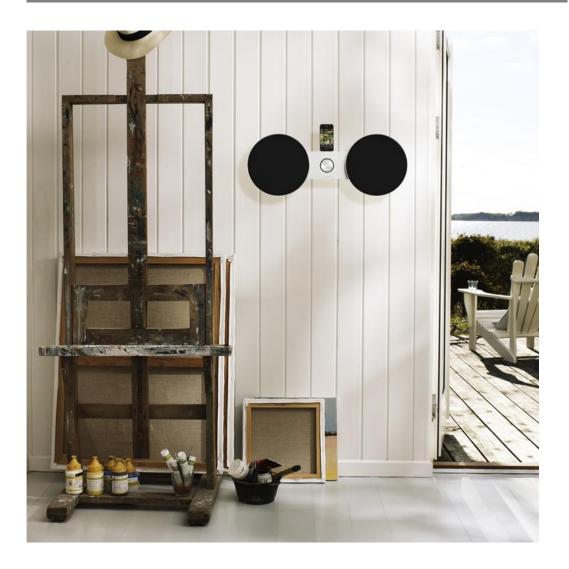
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Become a Bang & Olufsen designer

Bang & Olufsen invites creative Bang & Olufsen enthusiasts all over the world to design new loudspeaker covers for BeoSound 8 – the best-selling audio product in Bang & Olufsen history.

Struer, January 2012

BeoSound 8 is known for its excellent sound quality and visually appealing design. It appeals to a wide variety of customers and is already found in thousands of homes around the world with people appreciating the elegant design, the true-to-life sound reproduction and the placement flexibility. To

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celebrate this success, Bang & Olufsen invites customers around the world to create a unique design for BeoSound 8, and if it makes it through the final it will be offered in a limited edition worldwide.

The competition runs through Bang & Olufsen's Facebook site – www.bang-olufsen.com/facebook, people are invited to upload a photo or design suggestion. Visitors to the competition design page on Facebook will vote on the design suggestions on a daily basis. Every two weeks, the three designs with the highest votes will be selected to enter the Hall of Fame and receive a pair of Form 2 Headphones. Simultaneously, we will also draw a lucky winner among the voters, who will also receive a pair of Form 2 headphones. After eight weeks a jury at Bang & Olufsen will select one Grand Prize winner among the 12 designs in the Hall of Fame.

The winning design will be manufactured by Bang & Olufsen and sold worldwide as a Limited Edition. The Grand Prize winner will also receive their very own BeoSound 8 with their loudspeaker design covers.

Positive reviews

Bang & Olufsen's powerful and distinctive looking speaker dock has sold more than 50,000 units in its first year in the market, which makes BeoSound 8 the best-selling audio product in Bang & Olufsen history. It has seen an incredible amount of positive reviews in international audio magazines thanks to its striking design and sound performance.

In the prestigious German magazine Audio, the Editor concludes that "BeoSound 8 is indeed luxury in the best sense: You don't have to have it, yet you want it".

BeoSound 8 also receives top marks from John Archer from internet magazine Trusted Reviews who compares the product to a work of art and is particularly excited about the way Bang & Olufsen succeeds in making the product look amazing with both iPhone/iPod and the much wider iPad docked on it.

Visit the Bang & Olufsen Facebook site – www.bang-olufsen.com/facebook - for detailed information about the competition.

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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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