



BeoLink PC2 and Apple OSX  
Press release, August 2004



## Bang & Olufsen releases BeoLink PC2 for Mac OS X

Bang & Olufsen today announced the release of BeoLink PC2 for Mac OS X integrating Macs directly with Bang & Olufsen music systems. With BeoLink PC2 for Mac OS X and a direct USB connection and audio out from the Mac, Mac OS X users can now listen to their iTunes music through Bang & Olufsen audio systems and loudspeakers, with everything easily controlled by the Beo4 remote control.

### Requests for a Mac solution has increased

Software to communicate between the PC and the BeoLink system has previously only been available for Windows-based PCs, but a growing number of requests from Mac users about creating a link between the Mac world and the world of Bang & Olufsen has resulted in the development of a Macintosh software interface to BeoLink PC2. The software, called BM-Link, is developed by Anders Ödlund in cooperation with Bang & Olufsen and is a software application that can be downloaded from [www.odlund.se/bmlink/](http://www.odlund.se/bmlink/)

"As we know that many Apple enthusiasts are also looking for Bang & Olufsen audio/video solutions, we believe that BM-Link will be attractive for customers who use the Mac and iTunes as a central element for storing music. With this software you can now distribute your music via BeoLink PC 2 from your Mac to all the rooms in the house," states Torben Ballegaard Sørensen, CEO of Bang & Olufsen.

BM-link enables Bang & Olufsen users with BeoLink PC2 and a Mac computer running Mac OS X to listen to the music files stored on the computer, integrated through the BeoLink system. With all music managed by Apple's popular iTunes software, access to play lists and music is controlled by the Beo4 remote control.



### Bang & Olufsen's Mediacenter

The images above may be downloaded free of charge from: <http://mediacenter.bang-olufsen.dk>. Please note that if this is your first visit to the Mediacenter, you must choose "Register as a new user." A password will then be sent to you automatically via e-mail, and you will not be required to register again.

### Our customers appreciate excellence and refinement

"Apple and Bang & Olufsen customers share an appreciation for design excellence, refined product quality, and exceptional user experience," said Ron Okamoto, Apple's vice president of Worldwide Developer Relations. "We are excited about Bang & Olufsen's BeoLink PC2 for Mac OS X integrating Macs directly with Bang & Olufsen music systems and allowing users to enjoy their iTunes music in every room of their home."

*Founded in 1925 in Struer, Denmark, Bang & Olufsen als is world renowned for its distinctive range of quality consumer electronic products that represent our vision: Courage to constantly question the ordinary in search of surprising, long-lasting experiences. The Bang & Olufsen Group manufactures a unique range of televisions, music systems, loudspeakers, telephones, medical and multimedia products. With more than 2,400 employees and products sold in more than 60 countries worldwide, Bang & Olufsen's turnover for 2003/2004 financial year was DKK 3,613 million (EUR 486 million).*

*Further information on Bang & Olufsen als is available from [www.bang-olufsen.com](http://www.bang-olufsen.com)*



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