PRESS RELEASE 1/2



Bang & Olufsen launches BeoVision 10 with new visual expression

Bang & Olufsen's elegant BeoVision 10 television, which recently was offered in Limited edition under the name Chanterelle, is now offered in a new colour design and with a new stand option, which truly sets this TV apart from anything else on the TV market.

Struer, September 2011

Bang & Olufsen's highly acclaimed TV concept, BeoVision 10, is now offered in a new variant, which gives the TV a whole new visual expression. The new version of BeoVision 10, which is characterised by a black high gloss polished aluminium frame in combination with a new red fabric front colour, can be placed on the floor thanks to the new easel stand, which makes the TV lean back in a casual way - as a painting on an easel.

PRESS RELEASE 2/2

New frame design opens up new design possibilities

The black high gloss frame is offered as an alternative to the standard high-gloss natural aluminium frame. Whereas the natural aluminium frame takes up the colour of the wall and becomes almost invisible, the black frame merges with the black screen in a way that makes the surface stand out from the wall. The combination of the black frame and the red front cover emphasizes the contrast and sculptural effect of the TV and signals warmth, strength and comfort at the same time.

New placement opportunity

The existing placement options for BeoVision 10, i.e. wall placement and floor placement on motorised stand, are now extended with the new easel stand. The new easel stand will be available for all TV sizes (32", 40" and 46"), with either a black or white rear plate to match the selected cabinet and aluminium spikes that secures a light expression.

The new variant of BeoVision 10 is available in Bang & Olufsen stores worldwide.

For more information please contact:

Corporate Communication Bang & Olufsen a/s

Phone: +45 96 84 51 00 Fax: +45 96 84 50 33

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.

If you are a first-time visitor, please follow the instructions and register as a new user.