PRESS RELEASE 1/3



New Android App allows mobile control of the intelligent home

With the new BeoLink application for Android, Bang & Olufsen is able to provide customers who have bought into the concept of the 'intelligent home' a highly personalized and tailor-made control via their mobile.

Struer, April 2011

The BeoLink application for Android is offered free of charge via Android Market (http://market.android.com) and is designed to seamlessly expand and extend the magical experience delivered via Bang & Olufsen's Master Link Gateway.

"Bang & Olufsen is one of the first companies in the world to introduce mobile control of both your AV equipment and your home automation setup in one solution – and we're very pleased to be able to further expand the Bang & Olufsen integration experience by offering our customers even greater personal convenience in a new and exciting way," says Product Manager at Bang & Olufsen, Thomas Pedersen.

Imagine coming up the driveway and using the mobile phone to switch on your favourite music, while at the same time turning on the light in the

BANG & OLUFSEN

PRESS RELEASE 2/3

house and unlocking the front door, to be truly welcomed home. Whenever you're in the garden, or when the remote is not there, the BeoLink application will still allow you to change the CD or turn up the volume on the TV. And when you get into the car to leave for work, there's no need to worry about whether the music was turned off or the front door was locked. Just press one button on the mobile phone to make all that happen.

Flexibility is key

The BeoLink application is downloaded to the mobile phone and replicates the setup of both home automation and audio video equipment, which the customer requested when installing the Master Link Gateway. The customer gets access to selected scenes/zones from his or her mobile phone.

It is a unique way to extend the benefits of the Master Link Gateway with control from the minute you're within wireless range. It offers control beyond the house limits, it is conveniently always at hand when you need it, and it is a highly personal tool.

"If you have multiple users with smart phones, they can even get their individual setups on the same Master Link Gateway, and since a similar app for iPhone users is already available, you can use both an iPhone and an Android phone in the same setup. So flexibility is key to this application," says Product Manager at Bang & Olufsen, Thomas Pedersen.

Bang & Olufsen launched the BeoLink App for iPhone and iPod touch a year ago, and it has been a great success.

"Ever since we launched the BeoLink App for iPhone in 2010, we have had many customer requests for a similar App for Android phones. Now it's here, and we're very excited to be able to offer more customers the chance to experience even greater personal convenience in their intelligent home via their mobile phone," says Thomas Pedersen.

Gateway to your home

Via Master Link Gateway, customers can control and operate all their home automation equipment, as well as their AV equipment, from all over the house with the Beo6 remote control, and they can also choose to control their AV system from their home automation panel if that is convenient. The Master Link Gateway even extends one touch control from inside the home to an array of systems outside, such as gates, garage doors, lights, alarms and more.

With the Master Link Gateway, Bang & Olufsen uses its extensive experience within system control to bridge the gap between entertainment and environment in the home, thus ensuring that Beo6 is the only remote

PRESS RELEASE 3/3

control needed on the coffee table. And with the BeoLink application, the experience is taken a step further to now offer control that transcends the borders of the house.

In addition to the extra convenience and a sensation of magic-like control of the entire house, the BeoLink application offers customers a Bang & Olufsen touch and feel to the smart phone user interface. It enables control even before entering the home, after leaving the home, or simply whenever you have your mobile phone in your hand. It is simple, personal and convenient, and a great solution for those who use the mobile phone extensively, and prefer collecting all applications here.

Together with Master Link Gateway, the BeoLink application is the perfect choice for anyone who wishes to take the intelligent home to a new level, with an unprecedented freedom in control and ease of use.

The new app is designed for Android phones with integrated wireless and works with Android version 2.2. and 2.3.

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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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