PRESS RELEASE 1/3



EarSet 3i from Bang & Olufsen: The perfect companion for Apple fans

With the launch of EarSet 3i, Bang & Olufsen is introducing a new version of its stereo headset which will serve as the perfect companion for all iPhone, iPad and iPod users who desire the highest quality in earphones as well as a convenient hands-free solution.

Struer, May 2011

EarSet 3i is developed specifically with the newest generation of Apple devices in mind. Its functionality is based solely on Apple products and if compared to EarSet 3, it offers additional functionality.

PRESS RELEASE 2/3

"The operation button allows iPhone, iPad and iPod users to easily browse in their music collection. And the hook switch makes it possible to answer, end and decline calls – and put incoming calls on hold. Both buttons are conveniently placed on the wire where it is combined with the microphone," explains Product Manager, Thomas Kieffer Pedersen.

Outstanding sound quality

Acoustic performance is one of Bang & Olufsen's core competences as is amply demonstrated by the tiny EarSet 3i weighing only 23 grams. The dynamic full tone loudspeakers mounted on a telescopic bar are constructed according to the open loudspeaker principle that lets through some environmental sounds. So, you will not be entirely cut off from the world when enjoying the pure sound of EarSet 3i.

Perfect fit for any ear

As the sound quality is affected by the earphones' placement in the ear, EarSet 3i has been specially developed to closely adjust to the contours and curves of every individual ear. Intended for people frequently on the go, they ensure an ergonomic fit and therefore rarely fall off the user, even during physical activities such as running, biking, jogging, etc. To ensure a perfect fit for any ear and make the placement of the earphones even more comfortable, we also include small pads you can put on the speaker.

Quality materials used

EarSet 3i is designed with carefully selected materials, providing ultimate comfort for the user as well as a high level of robustness. EarSet 3i is made of brushed aluminium and a special soft-touch rubber coating. These are very robust and scratch-free materials that combine quality and comfort in a top design.

EarSet 3i builds on a unique design and high acoustic performance and with its mini-jack plug, EarSet 3i can also be used with many other mp3 players as a set of high quality earphones for music purposes only. PRESS RELEASE 3/3

EarSet 3i is an exclusive item for all iPod/iPhone and iPad users who have a passion for innovation, convenience, communication and, of course, music. EarSet 3i is available in black and can be purchased in Bang & Olufsen stores worldwide.

Technical specifications

Designer Anders Hermansen Dimensions $35 \times 59 \times 14 \text{ mm}$

Weight (one earphone) 8 g
Weight (complete set) 23 g

Finish Aluminium and soft-touch rubber

Cord 1 m

Principle Electro-dynamic speaker

In-ear type (intra concha earphone)

Frequency range 50-20,000 Hz

Connection 3.5 mm mini-jack

iPhone, iPad and iPod Shuffle, Nano, Classic and Touch are trademarks of Apple Inc., registered in the U.S. and other countries.

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.