

B&O PLAY'S BEOLIT 12 RECEIVES HONORARY "RED DOT DESIGN AWARD" AND LAUNCHES IN NEW SUMMER COLOUR



Introducing a new yellow colour variant and announcing an industry accolade for high quality product design



Copenhagen, Denmark - March, 2012

B&O Play proudly announces its high quality, portable sound system, Beolit 12, has won the coveted red dot design award 2012 for best product design. The red dot award is an international product design honour awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany. Its highly acclaimed "red dot", is an internationally recognized quality label for excellent design and innovation. As described by the red dot organization, "1,800 manufacturers and designers from 58 countries were hunting for the acknowledged red dot – the quality seal for aesthetic forms and lasting trends".

"We appreciate the recognition from red dot. Our engineers have worked diligently with Beolit 12's designer to create a thoughtful product that delivers amazing audio quality, a clean and simple user experience and aesthetic design that all blends together," states Henrik Taudorf Lorensen, Vice President B&O PLAY. "We are happy that our hard work has been noticed by red dot, just as the international media has recognized Beolit 12's quality design and performance through many positive product reviews."

Macworld called it "the first system we've seen that offers this combination of quality sound, portability, and AirPlay support", *CNET* notes that "we have to say we were impressed", and *Bloomberg* mentions that "sound is surprisingly rich from such a compact package".

"Beolit 12 was introduced in January 2012, and we are off to a good start. We have sold all that we could produce and we are ramping up production," continues Henrik Taudorf Lorensen. "Beolit 12 has defied industry standards with its cutting-edge sound quality, flexible application and distinct, compact design."



Beolit 12 features Apple's AirPlay technology. It allows you to play music wirelessly from your iPod, iPhone, iPad, Mac or PC when connected to your wireless network. It is designed to be portable and has a built-in power supply and a rechargeable battery. The power cord packs neatly away inside the system when not in use. The rechargeable battery has the capacity to charge an iPhone or other connected device and play back music for up to 8 hours.

Now for spring and summer 2012, B&O PLAY is announcing a new yellow variant of the Beolit 12. It features a light grey cabinet, natural aluminium grille, yellow speaker fabric and a natural leather strap. The new variant complements the dark grey version already introduced, and gives customers a wider variety and ability to choose a design that best match their lives.

The Beolit 12 is designed by Danish designer Cecilie Manz: "I wanted Beolit 12 to have a clear expression showing its functionality and at the same time blending in naturally in people's home." Cecilie Manz continues: "The natural leather handle invites you to move Beolit around - it makes it more approachable somehow. The yellow variant is actually one of my favourites: The coloured fabric behind the aluminium grille is a hint of colour - but enough to add freshness."

Additionally a new Beolit Set Up application is also now available on the Apple App Store to assist in AirPlay set up via ones smart phone device, allowing for easier, more convenient AirPlay set up.

Beolit 12 is available in all Bang & Olufsen showrooms globally, in Apple Stores in Europe and USA, in select design stores, and on www.beoplay.com.

For more information visit www.beoplay.com

Technical Specifications



DESIGNER	Cecilie Manz
DIMENSION W x H x D/WEIGHT	23.0 x 15.0 x 18.8 cm/2.8 kg
MATERIAL(S)	Painted plastic and anodised aluminium
COLOUR(S)	Cabinet: light grey, dark grey Grille: silver, dark grey Fabric: yellow, dark grey Leather strap: natural leather, black
POWER CONSUMPTION	Typical(AirPlay+ charging): 12 W charging: 7 W airplay: 6 W standby: 0.5. W
POWER SUPPLY	100-240 V +10/-15 %, 50-60 Hz
BATTERY	Built-in, rechargeable with built-in heat protection circuit up to 8 hours playback, with network disabled up to 4 hours playback, with network enabled
CHARGING TIME	Max. 8 hours
OPERATING CONDITIONS	Temperature: 10-40° C Humidity: 20-80%
CABINET PRINCIPLE	Sealed box
EFFECTIVE FREQUENCY RANGE	35.4 - 23,200 Hz
POWER AMPLIFIER(S)	1 x Bass: 60 W/4 Ohm Class D 2 x Midrange/treble: 30 W/8 Ohm Class D
DRIVER(S)	1 x 4" Woofer 2 x 2" Full range
Connections	1 x USB iPod/iPhone/iPad connector 1 x Line-in (for iPod/iPhone or MP3 players) 1 x Ethernet 10/100Mb Wireless USB connection for charging - 1000 mA on Apple devices - 500 mA on non-Apple devices
Features	Apple AirPlay Network connectivity via Ethernet or Wireless (WLAN 802.11 b/g - 2.4 GHz) iPod®/MP3 player (audio playback via line-in)
Accessories	1 x 0.5 m cable with mini-jack connection

B&O PLAY offers premium audio and visual equipment for the digital generation. B&O PLAY celebrates outstanding craftsmanship, cutting edge design, excellent performance and a playful approach to modern life, in a perfect balance of performance and style.

For more information on B&O PLAY, please visit www.beoplay.com.

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.

The red dot design award, whose origins reach back to the 1950s, is carried out in three disciplines: the “red dot award: product design”, the “red dot award: communication design” and the “red dot award: design concept”. In 2011 alone, more than 14,000 entries from over 70 countries were registered. The award – the red dot – has established itself internationally as one of the most appreciated quality seals for outstanding designs.

Images are available free of charge from the Bang & Olufsen media centre:

<http://mediacenter.bang-olufsen.dk>.

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