



BANG & OLUFSEN HIGH-END SURROUND SOUND SYSTEM

BANG & OLUFSEN HIGH-END SURROUND SOUND SYSTEM FOR THE BMW 6 SERIES COUPÉ

The Bang & Olufsen high-end Surround Sound system for the 6 Series Coupé is the very first in-car sound system to feature in a BMW car that goes into full production. The system exemplifies the style, sophistication and precision that consumers around the world have come to expect from Bang & Olufsen and BMW.

High-end sound meets high-end technology

With 16 active loudspeakers powered by 1,200 watts of power, the Bang & Olufsen high-end Surround Sound system for the 6 Series Coupé has all the power it needs to deliver rich, convincing sound. Each of the seven tweeters is paired with a mid-range loudspeaker to deliver a homogeneous sound experience, while the two potent subwoofers located under the front seats are mounted directly to the body of the car. This BMW-patented design eliminates vibration from the subwoofers to produce an even cleaner sound.

The sound system also uses advanced technology to help you get the most from the generous power available. One such technology is Dynamic Road Noise Compensation, which uses a microphone mounted in the cabin to automatically adjust the volume level depending on external noise generated wind, rain, changing road surfaces, etc.

Also featured in the sound system are two different sound modes: Studio Mode produces a wonderfully vibrant sound stage, while the new Expanded Mode widens the sound stage to give passengers the impression that they are in a much larger space.

Breathtaking design

The distinctive design of the Bang & Olufsen high-end Surround Sound system for the 6 Series Coupé is a perfect fit for its



superlative sound. With a clean, yet edgy style, the design of the sound system is seamlessly integrated into the BMW interior design approach. The sound system features a range of impressive design features that discerning consumers have come to expect including the Floating Frame solid aluminium grilles. Special mountings separate grille from frame to create the illusion that the grille floats in mid-air. The open space between the grille and frame is used to realise one of the most dramatic features of the design: When the system is activated, small LEDs hidden inside the frames turn on to highlight the loudspeakers in light – an effect you must experience for yourself!

The combination of light and sound is most impressively demonstrated by what happens on the dashboard when the system is activated. A loudspeaker grille in the centre of the dashboard silently lifts to reveal the large acoustic lens while the embedded LED lights simultaneously turn on – a process we call Orchestration.



A Bang & Olufsen patented technology, Acoustic Lens Technology distributes sound horizontally with 180° of dispersion to give the best possible acoustic experience from anywhere in front of the speaker. Below the grille, an additional mid-range loudspeaker delivers perfectly balanced sound throughout the cabin.

The unique design characteristics of the sound system don't end there. The solid aluminium grilles positioned around the interior of the 6 Series Coupé feature 'Perl Glanz' (Pearl Gloss) colour and large-diameter, machine-drilled holes that appear to be perfectly aligned from any angle. As well as maximising airflow through the grilles, the large holes and overall grille appearance match the edgy, clean lines of the 6 Series Coupé interior. For an added touch of refinement, the Bang & Olufsen name has been laser engraved onto the surface of the majority of the grilles.

Sound development

During development of the Bang & Olufsen high-end Surround Sound system for the 6 Series Coupé, sound engineers spent many hours inside the car, painstakingly fine-tuning the sound performance to perfection. Whether the car was standing still or driving at high speed on a secret closed circuit track, the system was adjusted to suit every real-world driving condition with incredible precision.

Evolving in-car audio

The dedicated styling and advanced technology integrated into the Bang & Olufsen high-end Surround Sound system for the 6 Series Coupé is an example of how years of experience within high end home audio can be applied to equally impressive effect to an in-car environment. But don't take our word for it. Visit your local BMW dealer from fall 2011 on and experience the system for yourself.

