

Bang & Olufsen launches B&O PLAY sub-brand and three new products at CES in Las Vegas

At this year's Consumer Electronics Show (CES) in Las Vegas, Bang & Olufsen launches three new products, which are all expected to arrive in the shops within the 2011/12 financial year. At the same time, B&O PLAY, a sub-brand to the Bang & Olufsen brand will be unveiled and presented.

The sub-brand B&O PLAY has been created to deliver incremental turnover and generate new customer leads to the existing Bang & Olufsen distribution. Therefore, B&O PLAY products will be marketed through Bang & Olufsen's dedicated shops and through complementary retail channels. The products will also be sold through a new B&O PLAY branded online shop.

The first new product to be launched under the B&O PLAY brand is the Beolit 12. Beolit 12 is a portable sound system designed by the Danish designer Cecilie Manz. The music system features Apple's AirPlay technology, which allows customers to play music wirelessly from an iPod, iPhone, iPad, Mac or a PC. Beolit 12 is aimed at both existing and new customer and Bang & Olufsen expects that Beolit 12 will bridge a gap in the market by delivering high quality listening experiences and still having the convenience of playing music from ones portable digital device or smart phone. The Beolit 12 will be available in Bang & Olufsen showrooms globally and in most Apple stores in Europe and US from the end of January.

At CES, Bang & Olufsen will also launch two products under the Bang & Olufsen brand; BeoVision 12 and BeoLab 12:

- BeoVision 12 is a new flat 65-inch plasma solution designed by the Danish designer David Lewis. It features a NeoPDP panel, which includes new phosphors with a shorter retention time giving improved 3D performance as well as a better motion performance in a 2D viewing situation. BeoVision 12 features an integrated centre channel, which contains ICEpower amplifiers to match the BeoLab 5 loudspeakers in a surround sound setup. The video engine, which handles all sound processing and picture technologies, includes as standard a full 7.1 surround sound module.
- BeoLab 12 is a new, flat wall-mounted speaker designed by David Lewis. It is a full range speaker with a ¾-inch Acoustic Lens for the treble, a 2-inch midrange unit and two 6.5-inch flat CosCone woofers for the lower frequencies pointing towards the wall. BeoLab 12 incorporates Bang & Olufsen Acoustic Lens Technology that disperses the high frequencies horizontally in a 180 degree angle in front of the speaker, allowing the listener to sit anywhere in front of it and still

BANG & OLUFSEN A/S
10 JANUARY 2012

ANNOUNCEMENT NO. 11.14
TRANSLATION

have a high-quality listening experience. It includes Bang & Olufsen's own ICEpower class D amplifier technology. Due to the limited space and the requirements for high peak power, a new amplifier and a matching power supply have been developed, which offer a solution that provides 480 watts in total.

The B&O PLAY brand and the three products will be presented at the Consumer Electronics Show (CES) in Las Vegas on 10 January 2012.

The launches do not affect Bang & Olufsen's expectations to the current financial year.

Tue Mantoni
President & CEO

Applications to this announcement to be made to:

Director, Corporate Communications Tommy Jakobsen, tel: +45 9684 5100

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