

BANG & OLUFSEN HIGH-END SURROUND SOUND SYSTEM



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

The Bang & Olufsen high-end Surround Sound system for the BMW 6 Series Gran Coupé continues the productive partnership between the two premium-sector manufacturers. BMW's latest incarnation has produced a car that brings levels of sophistication and luxury that it is renowned for to a whole new car segment. Read on to find out why Bang & Olufsen's latest surround system is the perfect fit for the new car.

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 Gran 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 Sound Optimisation, which uses a microphone mounted in the cabin to automatically adjust the volume level depending on external noise generated by wind, rain, changing road surfaces, etc. Also featured in the sound system are two unique sound modes: Studio Mode produces a wonderfully vibrant sound stage, while the Expanded Mode widens the sound stage to give the impression of a much larger space.

Breathtaking design

The distinctive design of the Bang & Olufsen high-end Surround Sound system for the 6 Series Gran 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. The sound system features a range of impressive design features that discerning consumers have come to expect, such as the Floating Frame solid aluminium grilles.

Special mountings separate grille from frame to create the illusion that the grille is floating in mid-air. What's more, the open space between grille and frame is used to produce one of the more dramatic features of the design: When the system is activated, small LEDs hidden inside the frames light up to highlight the loudspeakers – an effect you must experience for yourself!

Perhaps the most impressive demonstration of light and sound occurs when the system is activated. When this happens, a loudspeaker grille in the centre of the dashboard silently lifts to reveal the large acoustic lens, while the concealed LED lights switch on in perfect harmony – we call this Orchestration. A Bang & Olufsen patented technology, Acoustic Lens Technology



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 Gran 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 Gran Coupé interior. The new model also features a curved parcel shelf loudspeaker grille – a first for Bang & Olufsen. And as with the Coupé, most of the grilles feature the same laser-engraved Bang & Olufsen name for an added touch of refinement.



Sound development

During development of the Bang & Olufsen high-end Surround Sound system for the 6 Series Gran 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 Bang & Olufsen high-end Surround Sound system for the 6 Series Gran Coupé is yet another 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 June 2012 on and experience the system for yourself.