

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

The Bang & Olufsen high-end Surround Sound system for the BMW 6 Series Convertible is the first in-car sound system to feature in a BMW Convertible. This latest high-end audio system conforms once again to the style, sophistication and exacting precision that consumers around the world have come to expect from Bang & Olufsen and BMW.

High-end sound meets high-end technology

With 12 active loudspeakers powered by 1,000 watts of power, the Bang & Olufsen high-end Surround Sound system for the BMW 6 Series Convertible has all the power it needs to deliver rich, convincing sound. Each of the five 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 patented Bang & Olufsen Acoustic Lens Technology also plays its part, distributing sound horizontally with 180° of dispersion to give the best possible acoustic experience from anywhere in front of the speaker. On closer inspection, the acoustic lens cover reveals an additional mid-range loudspeaker that delivers perfectly balanced sound throughout the cabin.

Under the skin, the sound system also uses advanced tech-nology to help you get the most from the generous power available. One such technology is Dynamic Sound Optimisation, which uses sound data gathered from a microphone mounted in the cabin to constantly adjust the sound according to conditions outside the car, such as rain and changing road surfaces.



For the new convertible, an additional sensor automatically instructs the DSP to adapt the sound performance to suit the altered ambient cabin conditions, whenever the soft top is raised or lowered.

In addition, two distinct sound modes integrated into the all new system create two quite different sound experiences. Studio Mode produces a wonderfully vibrant sound stage that reproduces sound as the artist intended, while the new Expanded Mode widens the sound stage to give passengers the impression that they are in a much larger space.

High-end design

The distinctive design of the Bang & Olufsen high-end Surround Sound system for the BMW 6 Series Convertible is a perfect fit for its superlative sound. With a clean, yet characteristic 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 consu-mers have come to expect, including the Floating Frame

WHAT MOVES YOU



solid aluminium grilles. Special mountings separate grille from frame to create the illusion that the grille is floating in mid-air. The open space between the grille and frame is used to create 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 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.

The unique design characteristics of the sound system don't end there. The solid aluminium grilles positioned around the interior of the BMW 6 Series Convertible 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 distinctive, clean lines of the BMW 6 Series Convertible 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 BMW 6 Series Convertible, sound engineers spent many hours inside the car, painstakingly fine-tuning the sound performance to perfection. Whether the car was standing still, driving at high speed on a secret closed circuit track or winding through country lanes with the roof down, 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 BMW 6 Series Convertible 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.