BANG & OLUFSEN
FOR PREMIUM PROPERTIES

BRINGING SERENE LIVING EXPERIENCES TO VISIONARY AND INNOVATIVE PROPERTY DEVELOPMENT
BANG & OLUFSEN was founded in 1925 in Struer, a small town in the north-western part of Denmark, since then we have become an international design icon and a global symbol for audio-visual excellence. A success-story that is based on the initiatives of incredibly innovative people. People with passion, pride, and persistence – people who push the limits of what is possible to make a difference for real people living real lives.

Based on this strong heritage, we deliver value to our consumers through the beauty, simplicity, convenience, and the feeling of serenity our products create. We constantly strive to redefine the meaning of luxury and reinvent the way people live in the future.

Out of this aspiration we formed our mission statement, which is to help lean-forward-people lean back, by using sound and design to create Serene Living experiences for them at their homes.
We live in a fast-paced society. We walk, talk, drive, type, text, eat, drink and live faster than ever before. The constant connectivity, and its flood of information and choices pouring in from all sides, only adds to the complexity by providing people with 24 hour stimulation, 7 days a week.

Your clients thrive in this busy world. They work hard, they put in the extra effort and they don’t take short-cuts. This attitude – this way of life – is part of their personality and part of their success.

However, these people have also come to a point where they perceive that newer isn’t always better and more isn’t always more. Emotional strength and pleasure isn’t found in more objects, or no objects, but in exactly the right objects experienced in a more thoughtful way. This is the essence of meaningful luxury that supports the body, mind and soul throughout the messy realities of daily life.

For almost 90 years, Bang & Olufsen has been bending and flexing in the winds of change, always keeping sight of the essentials. It is this heritage that enables us to bring meaningful luxury to customers. With our design and sound philosophy we aim to remove complexity from their lives. We offer convenient and luxuriously simple solutions paired with quality, craftsmanship, and beautiful design that allow people to lean into the moment, be present and sense the beauty of it. This is the core of Serene Living.
OUR CORE COMPETENCES

BEAUTIFUL SOUND and ICONIC DESIGN represent the two core competences of Bang & Olufsen. The things we do with Sound and Design are the things that truly set us apart from our competition. They are anchored in consumer insights and reflect our belief, values, and heritage.

BEAUTIFUL SOUND is more than frequencies, wavelengths, and pressure levels. At Bang & Olufsen we know that sound has an impact on people’s emotions and feelings – so when we design, tune, and test it we keep the human and emotional side of sound in mind. We know that music has the power to create special moments and memories. We want to be there, with our products and our unique sound philosophy, to encourage and trigger these magical moments for our customers.

Beautiful sound is also smart sound; it adapts to its surroundings and to people's needs, moods, tastes, and behaviors. At Bang & Olufsen we share a vision to introduce high performance sound as a permanent feature in people's living spaces. We aim to understand how people live their lives, how they listen to music, how they use sound, and how they want to interact with technology. We take all of this into account and we carefully curate every last detail in order to deliver well-thought-through sound solutions that are relevant for real people living real lives.

ICONIC DESIGN is timeless design with personality – design that is brave enough to turn industry conventions upside down. Bang & Olufsen is strongly rooted in Danish design traditions, where form follows function. Our design style is driven by an unwavering vision for the highest and most exacting standards of craftsmanship and engineering. It is this uncompromising attention to detail and the respect for materials that exemplifies the craftsmanship and iconic design of Bang & Olufsen.

At Bang & Olufsen we design with the end-consumer in mind. We design products that naturally fit into their living spaces and provide experiences that help them cherish the moment. It enables us to focus on the essentials and get rid of the unnecessary clutter. We want to create experiences for people that are simple and essential so they can focus on what really matters to them. This is what makes our products special - it is part of our understanding of luxury.

Our products blend seamlessly with all available intelligent home integration systems, and we design the interface to make complex integration convenient and simple to use. With just one touch on the remote, smartphone or tablet your clients can create unique experiences to match their daily activities.

Bang & Olufsen delivers simplicity that soon becomes so addictive they’ll wonder how they ever lived without it.
LIVING ROOM AREA
In the living room the furniture is arranged to enjoy the spectacular view. Let soothing lean-back music help your clients relax after a long day. Or unwind watching a movie with Immaculate Wireless Sound through BeoLab 20.

BeoVision Avant will gracefully pivot to the perfect viewing angle whether resting on the couch, in the armchair or hanging out at the bar watching sport with friends. An intelligent algorithm in the built-in surround system optimises the perfect sound stage to give your clients comfort wherever they are in the room.

Connect a smartphone, tablet or laptop wireless and effortlessly to the entertainment system or make use of the built-in audio and video entertainment. All Bang & Olufsen TVs have integrated control of all connected sources like STBs, Blu-ray players, gaming consoles, etc. which allows for the same operation of all devices by just one simple remote.
KITCHEN AREA
The kitchen/dining area is the open space that will greet your clients in the morning and when they get home after a day’s work. The space may serve as a multifunctional area:
A breakfast bar where they can watch the morning news, a small home office where they take care of business, a place for preparing a meal for dinner guests, etc.

The slim column of BeoLab 18 complements the view and offers your clients Immaculate Wireless Sound. The wall-mounted BeoVision 11 can turn 90 degrees out into the room letting them follow their show whether they are in the kitchen cooking or at the table having a snack.
BEDROOM AREA
In the bedroom, Bang & Olufsen loudspeakers discreetly accompany the perfect view with perfect music for the moment. Let your clients enjoy a TV show before going to sleep.

The natural light can be controlled by electric curtains. The only sound your clients will hear is the gentle ‘swoosh’ from the elegant fabric. They can simply shut out the world when they want to sleep.

The Bang & Olufsen system slowly lets in the world again by opening the shades to the perfect view. Give your clients a pleasant start of the day by letting daylight and soft music wake them up.
HALLWAY AREA
In a spacious house or apartment, the entire open space can become one big sound zone whether they want relaxing background music or host a big party. Sound zones can be individually controlled making it possible to watch an action movie on the sofa while playing soft music around the dinner table. With Bang & Olufsen’s acoustical expertise, this type of open space will be orchestrated by powerful speakers combined with discreet acoustical damping to give your clients a high performance sound experience throughout their home — without disturbing reflections and echoes from the open space architecture.

In the central entertainment area, the atmosphere can be set instantly with a luxuriously simple Bang & Olufsen interface, giving access to the personal music collection, Internet radio and music services. The digitally distributed multiroom and multisource audio system ensures your client full flexibility of experiences in every area.
LIVING AREA
The luxurious 4K/UHD TV elegantly turns towards your clients in a perfect angle whether they are being entertained on the sofa or watching the news from the kitchen. Even when the screen is bathed in full daylight, the adaptive contrast algorithm ensures pitch-black shadows so your clients’ eyes can enjoy the experience without strain.

Not only the sound and picture are staged perfectly towards them – also the light and shading are choreo-graphed to give your clients the unique experience of Serene Living. They can control it all with a flick of a finger from their smartphone or built-in smartscreens. Picking up the BeoRemote One offers one-touch access to customised experiences throughout the day.
**COMPACT LIVING**

**BEDROOM AREA**
In a compact one bedroom apartment you really want to maximise the usage of the living space. The space should be able to change from a resting area to the ultimate home theatre. From a home office to a party scene. Whether your clients want to lean back and relax in the bath or host a dinner party, Bang & Olufsen offers a convenient interface for setting the perfect sound stage.

For the bedroom, BeoVision 11 delivers high performance picture and beautiful sound. If your clients want to increase the bass for the movie, they can turn on the powerful subwoofer in the living room.

All Bang & Olufsen TVs can be used for getting an overview and full control of the entire home: adjust lighting, lower the shades, set the thermostat, view the IP cam from the second home, monitor the energy consumption, etc.