

Bang & Olufsen expands the partnership with Aston Martin

The co-operation between Bang & Olufsen and Aston Martin is expanded with the development of the Bang & Olufsen BeoSound Virage system developed exclusively for Aston Martin Virage.

The new Bang & Olufsen BeoSound Virage system is offered as optional extra for Aston Martin Virage.

It consists of 13 fully active speakers, offering a total output of 1,000 watts. The system is acoustically tuned by Bang & Olufsen's advanced Digital Signal Processing (DSP) unit, which stage-manages the musical performance to accommodate the in-car experience.

The BeoSound Virage system incorporates Bang & Olufsen's proprietary ICEpower® technology and the automatically operated Acoustic Lens Technology (ALT) motorised tweeter units mounted on either side of the dashboard.

The agreement does not affect Bang & Olufsen's expectations for the current financial year.

Tue Mantoni
President & CEO

Applications to this announcement to be made to:

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