

## **Bang & Olufsen a/s launches BeoVision 7-55**

BeoVision 7-55 is an extremely versatile full HD TV solution offering the latest in 55" LED-backlight technology with local dimming and scanning backlight.

BeoVision 7-55 integrates the sophisticated Bang & Olufsen video engine offering some of the best video signal processing on the market. In addition, Bang & Olufsen has included double frame rate technology, also known as 100/120 Hz, with motion compensation and a scanning backlight. These technologies significantly reduce the inherent blur of LCD technology that typically makes the facial expressions in fast moving pictures such as sports events almost invisible. With BeoVision 7-55 you get a sharp and clear picture even in fast moving scenes. Furthermore it integrates a sophisticated digital surround sound module, and an integrated Blu-ray player as one of the very few flatscreen TVs in the world.

The launch of BeoVision 7-55 does not affect Bang & Olufsen's expectations for the current financial year.

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