



## **New Bang & Olufsen high-end Surround Sound system for BMW 6 Series Convertible has arrived**

*Introducing the Bang & Olufsen high-end Surround Sound system for the BMW 6 Series Convertible – the latest in-car sound system developed by Bang & Olufsen for world-renowned car manufacturer, BMW.*

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In March 2011, Bang & Olufsen and German auto manufacturer, BMW, embarked on their first joint development – the Bang & Olufsen high-end Surround Sound system for the BMW 6 Series Coupé. It is with great excitement, therefore, that we can now reveal the latest example of this exciting partnership, the Bang & Olufsen high-end Surround Sound system for the BMW 6 Series Convertible, which will arrive at dealer showrooms in late autumn 2011.

“We at Bang & Olufsen are proud to present the latest example of our car sound system for a car as unique as the all new BMW 6 Series. The cooperation between BMW and Bang & Olufsen is a true win-win for our customers and we very much look forward to bringing this latest, joint audio product to the market. This enables the numerous Bang & Olufsen

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fans among BMW drivers to experience the same Bang & Olufsen sound experience as they do at home," says Tue Mantoni, CEO of Bang & Olufsen.

### **High-end sound meets high-end technology**

With 12 active loudspeakers driven 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 loudspeaker set-up, while the two potent subwoofers located under the front seats are directly mounted to the body of the car. This BMW-patented design eliminates vibrations from the subwoofers to produce an even cleaner sound performance.

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 all new system also incorporates *Dynamic Sound Optimization*, 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 BMW 6 Series Convertible, an additional sensor automatically instructs the Digital Signal Processor (DSP) of the sound system 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 new design of the new Bang & Olufsen high-end Surround Sound system for the BMW 6 Series Convertible is more than a match for the great sound. With a clean, yet distinctive style that is perfectly integrated into the BMW interior design approach, the new system has a range of impressive design features that discerning consumers have come to expect, as well as some that are unique to this model, such as the Floating Frame solid aluminium grilles. Special mountings separate grille from frame, giving the illusion that the grille is floating in mid-air. This space between the grille and frame also houses small LEDs that cast light subtly into the cabin when the system is activated.

The combination of light and sound is most impressively demonstrated when the system is activated. A loudspeaker cover 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 Light Orchestration.

Also unique to the new system is the 'Perl Glanz' (Pearl Gloss) colour and large-diameter, machine-drilled holes that appear in perfect alignment from any angle. As well as maximising airflow through the grilles, the large holes and overall grille appearance perfectly match the edgy, clean interior lines of the BMW 6 Series. For an added touch of refinement, the Bang & Olufsen name has been laser engraved onto the surface of the majority of the grilles.

#### **A framework for the future**

The Bang & Olufsen high-end Surround Sound system for the BMW 6 Series Convertible is a perfect match of clean, high-end design and impeccable levels of quality. It balances the integration of proven technology and innovation to deliver a system that meets the exacting standards of a car as prestigious as the BMW 6 Series Convertible.

#### **For more information please contact:**

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***Bang & Olufsen** was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.*

*Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit [www.bang-olufsen.com](http://www.bang-olufsen.com).*

***Bang & Olufsen Automotive** offers its partners car audio systems with unprecedented sound quality and listening pleasure for the driver and passengers. In addition to the company's traditional craft skills within manufacturing and aluminium finishing, the systems incorporate the radical synthesis of emotional appeal and technological performance that has long been the hallmark of Bang & Olufsen.*

*Bang & Olufsen Automotive launched its first car audio system in 2005, and will continue to innovate and refine together with its partners within the automotive industry.*

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<http://mediacenter.bang-olufsen.dk>.*

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