



Aston Martin Virage comes with distinctive sound option from Bang & Olufsen

One of the highlights of the Auto Shanghai 2011 will be the new Aston Martin Virage equipped with the Bang & Olufsen BeoSound Virage sound system.

Struer, April 2011

The Bang & Olufsen BeoSound Virage sound system is another successful outcome of a fruitful cooperation between Aston Martin and Bang & Olufsen, which marks the coming together of two innovative companies with a longstanding, proud tradition in technology and design.

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The BeoSound Virage system

The Bang & Olufsen BeoSound Virage system has been developed exclusively for Aston Martin, providing driver and passengers with an unrivalled audio experience. The system is acoustically and physically matched to the Virage, with a design that follows the inherent quality and material honesty of the Aston Martin interior.

Consisting of 13 fully active loudspeakers, offering a total output of 1,000 watts at 1% distortion level and with Bang & Olufsen's unique DSP system, the BeoSound Virage system transforms the vehicle into an acoustically sophisticated venue, capable of conveying subtle and striking musical dynamics from every source.

The loudspeaker grilles are finished with smoothly contoured aluminium so as to integrate seamlessly with the fluid lines and curves of the cabin. When the system is turned on, the twin acoustic lens speakers emerge silently and swiftly, adding a touch of theatre and technological panache that is the perfect complement to the Aston Martin Virage.

Aston Martin and Bang & Olufsen combine an unrelenting quest for technical excellence with an uncompromising commitment to quality, style and the courage to go far beyond the conventional.



Proprietary technology

The BeoSound Virage system incorporates Bang & Olufsen's proprietary ICEpower® technology – a fusion of high output power and hi-fi sound quality with ultra-compact design and sleek, functional operation.

The motorised tweeter units mounted on each side of the dashboard demonstrate Bang & Olufsen's proprietary and automatically operated Acoustic Lens Technology (ALT), with their placement enabling 180° horizontal dispersion of high frequencies, giving listeners an improved sense of space, staging and realism, regardless of their location in the car.

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 DSP also provides dynamic modelling that adapts automatically to changing acoustic conditions, allowing the occupants to concentrate on an engaging driving and listening experience.

Specifications

Speakers

- 13 fully active loudspeakers
- Two of the speakers are moving Acoustic Lenses
- Speakers are mounted in closed cabinets to optimize the sound performance

Amplifier

- DSP (Digital Signal Processing) Amplifier
- ICEpower® Amplifier

Sound features

- Automatic Volume Control – automatic real-time adjustment of equalization and volume to compensate for changing noise levels
- Sound focus (auto/driver/front)
- Surround level

Design

- Unique aluminium speaker grilles
- Bespoke sound design by the acoustic team at Bang & Olufsen

Total system power

- 1,000 watts at 1% distortion level

For more information please contact:

Corporate Communication

Bang & Olufsen a/s

Phone: +45 96 84 51 00

Fax: +45 96 84 50 33

***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.

***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.

*Images are available free of charge from the **Bang & Olufsen media centre**:
<http://mediacenter.bang-olufsen.dk>.*

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