



## New Bang & Olufsen high-end Surround Sound system has arrived

*Introducing the Bang & Olufsen high-end Surround Sound system for the BMW 5 Series – a new in-car sound system developed by Bang & Olufsen in close partnership with world-renowned car manufacturer, BMW.*

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Starting this summer, the system that is known and respected for its pristine sound and seamless design will be available in existing BMW 5 Series Limousine, Touring and Gran Turismo, as well as the long-wheelbase Limousine, which will be available only in China.

“Working closely with BMW to create a system for the 5 Series has been amazing. The design of the Bang & Olufsen high-end Surround Sound system for the BMW 5 Series fits the car perfectly and the fans of this vehicle line will have yet another great reason to enjoy driving their new 5 Series car,” says Jens Peter Zinck, Managing Director Bang & Olufsen Automotive.

### **Power that Delivers**

The Bang & Olufsen high-end Surround Sound system for the BMW 5 Series is the result of months of sound tuning by Bang & Olufsen’s acoustic engineers, who worked in close partnership with BMW engineers to create a system with a sound performance normally found in very high-end home

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sound systems. The system's most important features are its neutral tonal balance, authentic sound staging and imaging, and distortion-free reproduction, which translate into an enjoyable listening experience that will not fatigue the listener, even after hours of travel.

With 16 active loudspeakers driven by 1,200 watts of power, the Bang & Olufsen high-end Surround Sound system for BMW 5 Series vehicles delivers a rich and authentic sound. Each of the seven tweeters is paired with a mid-range loudspeaker to deliver a highly balanced sound experience, and two potent subwoofers located under the front seats ensure a homogenous bass reproduction throughout the vehicle. Furthermore, they are mounted directly to a very rigid area of the car's body, thus eliminating vibrations and creating a very clean sound, even at very high listening levels.

This clean sound remains despite changes in outside noises with its use of Dynamic Sound Optimization. Using data gathered from a cabin-mounted microphone, and the relevant electrical systems in the car, sound is constantly adjusted according to conditions inside and outside of the car, like rain and changing road surfaces, giving the user the same perceived listening level and tonal balance even at very high speeds.

The Bang & Olufsen patented Acoustic Lens Technology also distributes sound horizontally with 180° of dispersion to give the best possible listening experience from anywhere in the vehicle. On closer inspection, the acoustic lens cover also reveals an additional mid-range loudspeaker that delivers perfectly balanced sound throughout the cabin.

Two sound modes integrated into the system also allow for unique listening experiences. Studio Mode produces a vivid sound stage as the artist intended, while the Expanded Mode widens the sound stage to give passengers the impression that they are in a larger space, like a concert hall or theatre.

### **An Integral Design**

The distinctive design of the new Bang & Olufsen high-end Surround Sound system for BMW 5 Series vehicles matches the pristine quality of its sound. With a clean and modern style that integrates coherently into BMW's interior design approach, the system has several of the classic design features that customers have come to expect from Bang & Olufsen systems.

The clean lines of the aluminium loudspeaker grilles match the design language of the BMW 5 Series interior. Unique design features include the small tweeter grilles mounted on the inside of the wing mirrors of each

front door and special mountings that separate grille from frame, giving the illusion that the grille is floating in mid-air.

The combination of light and sound is most impressive on activation. In a process called Light Orchestration, a loudspeaker cover in the centre of the dashboard silently lifts to reveal the large acoustic lens while the embedded LED lights turn on simultaneously. When turned off, the Acoustic lens closes seamlessly with the dashboard, in keeping with the clean lines of the car's interior design.

The system's 'Perl Glanz' (Pearl Gloss) colour and large-diameter, perfectly aligned holes also integrates seamlessly into the interior of BMW 5 Series vehicles. For even more refinement, the Bang & Olufsen name has been laser engraved onto the surface of most grilles.

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

The Bang & Olufsen high-end Surround Sound system for BMW 5 Series vehicles is a perfect match of clean and refined design and high-end technology. Bang & Olufsen's integration of proven technology and new innovation results in a system that meets the very high standards of BMW 5 Series vehicles. This dynamic system is the continuation of an already successfully partnership between two industry-leading powerhouses: German auto manufacturer BMW and Bang & Olufsen.

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

Corporate Communication  
Bang & Olufsen a/s  
Tel: +45 96 84 51 00

***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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