



Bang & Olufsen launches new high-end Surround Sound system for German auto manufacturer

Introducing the Bang & Olufsen high-end Surround Sound system for the BMW 7 Series – a unique in-car sound system developed by Bang & Olufsen in partnership with world-renowned car manufacturer, BMW. Known for its pristine sound and seamless design, the Bang & Olufsen high-end Surround Sound system will be available this summer for BMW 7 Series long and short wheel base limousines.

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The Bang & Olufsen high-end Surround Sound system for the BMW's flagship 7 Series is the result of extensive sound tuning by Bang & Olufsen's experienced sound engineers working in close partnership with BMW engineers. Special attention was paid to the differing interior dimensions of the long and short wheel base versions when sound engineers tuned the two different versions. The result is a meticulously balanced sound in both the long and short wheel versions that allows for a concert hall listening experience from every seat.

"Bang & Olufsen is excited to continue our partnership with BMW to provide the Bang & Olufsen high-end Surround Sound system for the BMW 7 Series. With the addition of the system for the BMW 7 Series, Bang & Olufsen is proud to deliver sound systems for BMW's entire upper segment, the 5, 6

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and 7 Series. The flagship of the BMW fleet, the BMW 7 Series demands a sound system capable of matching the quality of the car itself. Bang & Olufsen's signature sound and timeless design belongs in a vehicle of the calibre of the BMW 7 Series," says Jens Peter Zinck, Managing Director Bang & Olufsen Automotive.

Premium sound for a flagship

With 16 active loudspeakers driven by 1,200 watts of power, the Bang & Olufsen high-end Surround Sound system for BMW 7 Series delivers a rich and authentic sound. Each of the seven tweeters is paired with a mid-range loudspeaker to deliver a uniform and highly balanced sound, and two potent subwoofers located under the front seats are mounted directly to the body of the car to significantly reduce vibration and create a homogenous and clean sound performance.

The sound remains pristine and with the same perceived gain and tonal balance, despite changes to the listening conditions, with its use of Dynamic Sound Optimization, which gathers data from a cabin-mounted microphone, and the relevant electrical systems in the car, to constantly adjust the sound according to changing conditions inside and outside the car – like rain, changing road surfaces or driving at different speeds.

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

Two distinct sound modes integrated into the system also allow for unique listening experiences. Studio Mode produces a vivid sound stage similar to a recording studio, 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.

A Fitting Design

Each Bang & Olufsen high-end sound system is uniquely designed to coherently echo the vehicle's interior, and the distinctive design of the new Bang & Olufsen high-end Surround Sound system for BMW 7 Series vehicles matches the pristine quality of its sound. With a clean and modern style that integrates perfectly 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 system also has unique elements to suit the unique qualities of the BMW 7 Series – like aluminium grilles that have been shaped to match the car's interior and subtle, yet distinctive LED light that shines from all speakers – even those in the doors and the parcel

shelf. The combination of light and sound is at the heart of the Bang & Olufsen high-end Surround Sound system for BMW 7 Series, assuring that customers can see and enjoy the Bang & Olufsen's signature Danish design style both night and day.

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, or ATL lens closes seamlessly with the dashboard, in keeping with the clean lines of the car's interior design.

Unique design features include the small tweeter grilles mounted on the inside of the side mirrors of each front door and special mountings that separate grille from frame, giving the illusion that the grille is floating in mid-air. Also unique is the colour of the covering of the ALT lens in the instrument panel, which comes in black or dolomite, a custom BMW colour, to perfectly match the interior colour of the vehicle and thus better match its design ethos.

A Long-lasting Partnership

The Bang & Olufsen high-end Surround Sound system for BMW 7 Series vehicles is a perfect match of clean and refined design and high-end technology. To be released as part of the new BMW 7 Series, this dynamic system is the continuation of a successful partnership between two industry-leading powerhouses, with Bang & Olufsen high-end Surround Sound systems now available in BMW 5,6 and 7 Series vehicles. Bang & Olufsen's integration of proven technology and new innovation results in a system that meets the top-notch standards of BMW 7 Series vehicles and creates a sound that everyone can and will enjoy.

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.

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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