



The Bang & Olufsen BeoSound Viano sound system – Bringing audiophile sound to a whole new audience

Introducing the Bang & Olufsen BeoSound Viano sound system – the first high-end sound system developed for a vehicle within the van segment. When Mercedes-Benz began development of its Viano Vision Pearl concept, a vehicle for those who appreciate not only mobility and comfort, but also stylish and exceptional quality, Bang & Olufsen was in the picture from the very start. Based on the success of their previous in-car sound systems for the Mercedes-Benz S-Class and SLS AMG models, Bang & Olufsen was the natural choice for Mercedes-Benz' latest premium design concept.

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Entirely new acoustics

Recreating the signature BeoSound sound performance in a van such as the Viano Vision Pearl concept proved a challenge for Bang & Olufsen's team of expert sound engineers. The Viano's spacious interior inspired by yacht design was unlike anything they had previously developed for, both in terms of physical size and flexible seating configuration.

Many hours were spent in the laboratory fine-tuning the new BeoSound Viano sound system to match the acoustic profile within the cabin. As is the

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hallmark of any Bang & Olufsen audio product, it was critical for the sound performance to recreate the same degree of vivid realism for every passenger inside the vehicle, regardless of where they are sitting. What's more, the Viano Vision Pearl concept's flexible rear-facing seating configuration also had to be taken into account.

Setting the big stage

Fitting 18 powerful loudspeakers into a space of even the Viano Vision Pearl concept's size was no simple task. After carrying out intensive testing to determine the optimal size and position of the loudspeakers, Bang & Olufsen finally arrived at a configuration that fit the internal dimensions of the cabin and lived up to the company's unrivalled sound performance.



The result is an 18-speaker configuration powered by 1,320 watts of ICEpower and Class-D amplification. Each of the 18 Neodymium magnet loudspeakers have their own separate channel, and with a total harmonic distortion figure below 0,1%, Bang & Olufsen's proprietary ICEpower amplifier technology is the perfect balance between high output power, low power consumption and ultra-compact design.

The new BeoSound Viano also incorporates Bang & Olufsen's patented True Image™ upmix algorithm, which distributes stereo and 5.1 signals to the 18 channels to create a homogenous soundstage and perfect surround sound experience.

As with Bang & Olufsen's BeoSound sound systems that have come before, the new BeoSound Viano incorporates Bang & Olufsen's patented Acoustic Lens Technology – two ALT lenses up front on the instrument panel and two on the rear C-pillar. The unique ALT technology disperses sound in a 180-degree horizontal plane to create a vivid sound stage, regardless of where the listener is positioned.



Design and craftsmanship

Step inside, and it's clear that the BeoSound Viano sound system has been designed to complement the style, quality and exclusivity of the Viano Vision Pearl concept. The ALT lenses, for example, feature the same LED lighting adopted by the S-Class BeoSound AMG sound system, subtly illuminating the cabin with white LED light when the system is activated.

Deepening the sense of exclusivity, most of the 18 loudspeakers are covered by a handcrafted, 2mm-thick, solid aluminium grille with a unique hole pattern designed specifically for the Viano Vision Pearl concept. These exclusive grilles are hallmark Bang & Olufsen design, and, for the Viano concept, feature two distinct designs that reflect the concept's differentiated interior: at the front, the curves and organic elements to create an automotive environment, while in the rear, squares and straight elements create a living room-like expression.

For the Viano Vision Pearl concept, an entirely new handcrafted finishing process was created for the aluminium grilles. Referred to as 'longline surface' finishing, the aluminium surfaces are treated with special oil before being brushed with sandpaper to create an exclusive matt look. Bang & Olufsen's undoubted expertise with aluminium continues throughout the cabin. In addition to the aluminium components for the sound system, Bang & Olufsen was also responsible for supplying the matching illuminated aluminium border. Wrapping around the vehicle's interior, the border brings together the BeoSound Viano sound system with the rest of interior.



We leave the final word on this latest collaboration between Bang & Olufsen and Mercedes-Benz to Jens Peter Zinck, Managing Director of Bang & Olufsen Automotive: *"Bang & Olufsen's contribution to the Mercedes-Benz Viano concept is a logical extension of the successful cooperation between Mercedes-Benz and Bang & Olufsen. The Viano represents a unique means of transportation in the premium segment and equipped with Bang & Olufsen it can be turned into a small sound studio on wheels whenever the passengers are in the mood for the full Bang & Olufsen listening experience."*

TECHNICAL SPECIFICATIONS**Instrument Panel:**

- 2 x 19mm tweeter left/right (Acoustic Lens Technology - ALT), 65 Watt
- 2 x 80mm midrange left/right, 65 Watt
- Center: 1 x 19mm tweeter, 65 Watt and 1 x 80mm midrange, 65 Watt

Front Door:

- 2 x 140mm woofer left/right, 125 Watt

C-pillar:

- 2 x 19mm tweeter left/right (Acoustic Lens Technology - ALT), 65 Watt
- 2 x 80mm midrange left/right, 65 Watt
- 2 x 165mm woofer left/right (closed loudspeaker box), 125 Watt

D-pillar:

- 2 x 80mm midrange left/right, 65 Watt

Rear door:

- 1 x 80mm midrange, 65 Watt

Subwoofer:

- 1 x 200mm (placed under right front passenger seat), 300 Watt

Amplifier:

- MOST (MOST = Media Oriented Systems Transport) bus for transfer of multi-media data in the car
- ICEpower technology
- 18 channel amplifier

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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