



## **Bang & Olufsen launches BeoSound AMG SL Surround Sound System for the all-new Mercedes-Benz SL**

*Danish high-end audio visual manufacturer, Bang & Olufsen, is proud to announce the launch of their latest product, in collaboration with Mercedes-Benz – the BeoSound AMG SL Surround Sound System. Bang & Olufsen has once again joined forces with Mercedes-AMG, the performance brand of Mercedes-Benz, to deliver the latest of its acclaimed BeoSound in-car surround systems. The Bang & Olufsen BeoSound AMG SL Surround Sound System, available in all models of the all-new SL has all the power and finesse of previous BeoSound surround systems, as well as a number of features unique to Mercedes-Benz's newest sports car.*

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### **Matching design**

Every Bang & Olufsen surround sound system is designed with the specific vehicle in mind, and the BeoSound AMG SL Surround Sound system is no exception. The dynamic interior lines of the AMG SL are echoed in the angular, solid-aluminium loudspeaker grilles positioned around the cabin. The grilles also feature a laser-etched Bang & Olufsen logo, and as well as being aesthetically appealing, the hole pattern maximises the sound waves radiating through the grille surface. Even the lighting within the car has

been given special treatment: Bang & Olufsen uses the light sensor located under the rear view mirror smoothly to adjust the light emitting from the two LED-illuminated Acoustic Lens Technology (ALT) lenses mounted at either side of the dashboard to create the perfect environment within the cabin.



### **A symphony of sound and technology**

The BeoSound AMG SL Surround Sound system is equipped with an array of impressive technology. For example, the energy-efficient, compact ICEpower and DSP amplifiers deliver 900 watts of seamless power to the 12 active Neodymium loudspeakers. There are the two Bang & Olufsen-patented ALT lenses mounted on the dashboard, which disperse the high frequency sound in a 180° horizontal plane to deliver a vivid sense of space, staging and realism.

### **Patented bass technology**

A first for the BeoSound AMG SL Surround Sound system is the Daimler-patented front bass technology. Here, the two 125 watt subwoofers have been located in the car's footwells, in order to deliver as much of the sound performance in front of the passengers as possible. They have also been mounted directly to the car chassis, rather than being encased in a traditional subwoofer box. This not only reduces vibration, but also allows for a larger diameter loudspeaker and therefore more powerful kick-bass. The positioning of the two subwoofers also produces a higher frequency range (up to 200Hz), which means the need for door-mounted woofer units is avoided.

### **Adaptive sound**

To deliver a natural, consistent listening experience, even with the AMG SL's roof down, the BeoSound AMG SL Surround Sound system is able to call on technology such as Bang & Olufsen's proprietary Vehicle Noise Compensation (VNC) system. Here, factors such as speed and ambient noise levels in and outside the cabin are constantly monitored to deliver consistently natural, non-fatiguing sound at all times. Bang & Olufsen's proprietary True Image™ upmix algorithm is also on hand to distribute sound to each of the 12 channels, in order to recreate convincing 5.1 channel surround sound from almost any multichannel source, including DVD audio/video and DTS CD. As well as traditional controls, such as balance, fade, treble and bass, the BeoSound AMG SL Surround Sound system can also be fine-tuned according to the number of occupants and their location within the cabin.

### **Best brand, yet again**

For the fourth time, now three years in a row, Bang & Olufsen has been awarded the Best Brand award by the readers of the German car magazine *auto motor und sport*. Bang & Olufsen won Best Brand in the Car Hi-Fi category, ahead of 26 other car audio brands. Readers of *auto motor und sport* voted Car Hi-Fi one of the top three most interesting product categories in the annual survey.



### **A brand match**

The BeoSound AMG SL Surround Sound system is further evidence of the success that Bang & Olufsen and Mercedes-Benz are enjoying with their high-end in-car audio products. It is also a clear indication that both global brands look forward to a fruitful partnership in the years ahead.

“To see how engineers on both sides are working together to create the perfect sound in a car for each model is just amazing. We jointly spend considerable effort and hours in our sound systems and therefore it is a very exciting moment when listening to the final result and – even more so – when presenting the Bang & Olufsen BeoSound AMG SL sound system for potential customers” says Jens Peter Zinck, Managing Director Bang & Olufsen Automotive.

### Technical Specifications

12 fully active neodymium loudspeakers:

- \* 2 x 19 mm tweeters – acoustic lenses with built in lighting (front)
- \* 2 x 25 mm tweeters (front centre, rear centre)
- \* 2 x 100 mm midranges (front centre, rear centre)
- \* 2 x 100 mm midranges (front door)
- \* 2 x 100 mm midranges (side)
- \* 2 x 220 mm subwoofers (front)

900 watts at 1% distortion level

8-channel DSP (Digital Signal Processing) Amplifier:

- \* True-Image™: Proprietary Bang & Olufsen up-mix algorithm for stereo and 5.1 multichannel material
- \* Vehicle Noise Compensation (VNC): Volume levelling dependant on noise, speed and climate control setting

4-channel ICEpower® 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](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.*

Images are available free of charge from the **Bang & Olufsen media centre:**

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

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