



Bang & Olufsen BeoSound AMG High-End Sound System now available for the CLS-Class

Bang & Olufsen is extending its range of high-end in-car sound systems together with Mercedes-AMG, the performance brand of Mercedes-Benz, to the design icon of Mercedes – the CLS.

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The Bang & Olufsen BeoSound AMG High-End Sound System for the CLS-Class features Bang & Olufsen's signature design, and has all the power and uncompromising sound performance of previous BeoSound AMG Sound Systems. The new system will be available with all engine models across the AMG and Mercedes-Benz line-up.

"The Mercedes-Benz CLS is the perfect connection between Mercedes-Benz and Bang & Olufsen as it stands for an outstanding design and perfect technology, the same like Bang & Olufsen. This was a big motivation for our designers and sound engineers to create another unique masterpiece of in-car sound systems," said Jens Peter Zinck, Managing Director Bang & Olufsen Automotive.

Distinctive Design

Creating a sound system for the CLS-Class was more than just about producing exquisite sound; it had to compliment the iconic design status of the CLS. The brainchild of acclaimed Bang & Olufsen designer David Lewis, the system's design flows with the lines of the interior, creating a seamlessly integrated whole. Combined with the system's exclusive aluminium finish and sophisticated, yet understated elegance, even the most critical eye will be pleased by the result.

The system's loudspeakers feature a delicate hole pattern carefully bored into the solid aluminium loudspeaker grilles and a laser engraved Bang & Olufsen logo, creating a stylish and refined look. The aluminium speaker grilles have been produced exclusively at Bang & Olufsen's home base in Denmark and showcase the renowned company's material processing skills.

Mounted on the inside bracket of each wing mirror, the system's two acoustic lenses, or ALTs, feature integrated LED lighting, which highlight the connection between Bang & Olufsen's well-known home audio loudspeakers, BeoLab 9. Controlled by a sensor under the rear-view mirror, the LED lighting shifts seamlessly between day and night mode and smoothly fades to meet the lighting conditions of the vehicle upon activation, a visually pleasing accompaniment to the system's impressive sound.

A Powerful Soundstage

The power and finesse of the Bang & Olufsen BeoSound AMG for the CLS-Class is just as impressive as its distinctive design. With 14 fully active loudspeakers, 1200 watts of ICEpower-driven technology and hundreds of hours of dedicated sound tuning by a team of Bang & Olufsen sound engineers, the system reproduces sound the way the musician intended, without any modification. The result is crystal-clear sound that is as flawless and precise as possible, allowing for hours of enjoyable listening without fatigue.

Bang & Olufsen's Acoustic Lens Technology (ALT) ensures that this crisp and powerful sound is enjoyed from every seat in the vehicle with 180-degrees of horizontal sound dispersion and an improved sense of space, staging and realism. This makes for a system that isn't just designed with the ears in mind, but also with the eyes and heart.

Each of the 14 loudspeakers uses a separate amplifier channel, with each speaker digitally controlled to create the most precise and clear sound. Vehicle Noise Compensation (VNC) also gathers data from cabin-mounted microphones and constantly adjusts the sound based on exterior noise. This

ensures that the sound remains constant despite outside conditions– like rain, changing road surfaces, or changing speed.

To further focus the sound, the system has front, rear, and full-vehicle sound modes and a “True Image” menu that allows for a “reference” soundstage that is similar to a recording studio or a surround setting that resembles a live concert.

“With Bang & Olufsen there is nothing between the listener and the original recording,” said sound engineer Geoffrey Martin. “The sound is clear, natural, and precise. In one word – inspiring.”

A Fitting Partnership

The Bang & Olufsen BeoSound AMG sound system for Mercedes vehicles offers the perfect combination of powerhouse technology and iconic design backed by a partnership of two leading brands. The system delivers on what Mercedes customers have come to expect from Bang & Olufsen and creates a memorable listening experience from every seat in the car.

Technical specifications

14 fully active loudspeakers:

- * 2 x 19 mm tweeters – acoustic lenses with built in lighting (front)
- * 1 x 80 mm centre midrange (front centre)
- * 2 x 80 mm midranges (front door)
- * 2 x 165 mm woofers (front door)
- * 2 x 25 mm tweeters (rear door)
- * 2 x 165 mm woofers (rear door)
- * 2 x 80 mm surround (rear)
- * 1 x 200 mm subwoofers (rear)

1200 watts at 1% distortion level

14-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

5-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.

***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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