



Bang & Olufsen BeoLiving Viano- in vehicle Audio/Video entertainment and office system from Bang & Olufsen unveiled

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Bang & Olufsen has once again joined forces with Mercedes-Benz and is very proud to present the first full BeoLiving concept, including Audio/Video entertainment and office system in a vehicle. The BeoLiving concept is integrated into the Mercedes-Benz Viano Vision Diamond show car, unveiled at the Beijing Motor Show 2012.

The Mercedes-Benz Viano Vision Diamond is a luxury, chauffeured vehicle, with exquisite high-end interior appointments. In a world where space is a luxury, Bang & Olufsen sound, a 40-inch BeoVision 10 television, six predefined scene modes and iPhone or iPad control have been integrated to transform the interior of the Viano into a noble mobile living room or office.

To create a unique vehicle with an exceptional entertainment system, for those who would like to enjoy the luxuries of home while mobile, Mercedes-Benz and Bang & Olufsen built on the success of previous in-car sound systems, such as the SLS AMG, the Mercedes-Benz S-Class and

Mercedes-Benz SL, and included now also Bang & Olufsen's extensive audio-visual expertise and deep knowledge of home integration.



Mobile BeoLiving

Recreating the signature Bang & Olufsen BeoLiving experience well known from the home systems in the Viano Vision Diamond showcar, was a challenge for Bang & Olufsen's team of expert engineers. Thanks to their innovation and uncompromising commitment to quality, the ultimate in home entertainment can now be enjoyed on the road.

High-end sound, BeoVision 10 television, Media Center, Seat control, Light control are seamlessly integrated, and everything can easily be controlled from a single device. "Cinema" is selected on the iPhone or iPad, and the interior automatically and smoothly transforms. The windows are fully tinted, the lighting is dimmed, the seats are adjusted, and the speakers and screen silently glide into place. Passengers can relax and savour the coherent high-end acoustic and visual experience of BeoLiving on the road.

The show car builds on previous experience in integrating Bang & Olufsen sound into the Mercedes-Benz Viano Vision Pearl, previously presented at the Frankfurt Motor Show 2011 (known as IAA- Internationale Automobil-Ausstellung), offering a 18 channel sound system for the complete cabin. The acoustic challenges presented by the cabin of the Viano Vision Diamond were overcome by using 18 Neodymium magnet loudspeakers, four of which include Bang & Olufsen's patented acoustic lens technology, mounted in closed boxes and placed in carefully chosen 8.1 setup, along with sophisticated Digital Signal Processing and a 1320-watt amplifier using Bang & Olufsen's proprietary ICEpower digital amplifier technology. Beolab 11 is selected as the subwoofer in the system.

Effective office environment

Selecting "Office", the interior transforms into a stimulating and efficient office environment. The side window tinting is reduced, the lighting is turned up, the seats are adjusted to a work position, and the speakers and screen silently glide into their office positions.

The multifunctional 40-inch Bang & Olufsen television can display content from a laptop, an iPhone or iPad, enabling the user to work effectively during travel. Videoconferencing uses the screen, the sound system and the

webcam mounted in the roof. The television can also display content from the built-in media centre or an external USB storage device, or even direct streaming from the internet, while the Bang & Olufsen sound system delivers exceptional sound, making the Mercedes-Benz Viano Vision Diamond a perfect environment for high-impact, personalised presentations.

No longer restricted to the home

"Very often people ask Bang & Olufsen what the future of in-car entertainment could be. I think together with Mercedes-Benz we were able to create a concept, which gives a small outlook in the future, and what is possible in a car like the Viano. We are delighted that the unique Bang & Olufsen BeoLiving experience is now no longer restricted to the home, and can be enjoyed in the Mercedes-Benz Viano Vision Diamond show car," says Bjarne Sørensen, Director of Concept and Technology at Bang & Olufsen Automotive.



Iconic Bang & Olufsen design

Step inside the Mercedes-Benz Viano Vision Diamond show car and it is clear that the BeoLiving appointments complement the style, quality and exclusivity of this luxury chauffeured vehicle. Exclusive materials, such as white leather and a cream tufted floor carpet, are employed to give the Viano Diamond cabin a sophisticated living room atmosphere. Deepening the sense of exclusivity, most of the 18 Bang & Olufsen loudspeakers are covered by handcrafted, 2mm-thick, solid aluminium grilles, with a unique hole pattern designed specifically for the Viano Vision Diamond concept. These grilles reflect the concept's differentiated interior. At the front, the curves and organic elements create an automotive environment, while in the rear, squares and straight elements create a living room-like expression. For the Viano Vision Diamond 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.

LED lights discreetly illuminate the area below the piano black anodised aluminium frame, which acts as a border, to bring together the BeoLiving Viano system with the rest of the interior.

Fully integrated system

Bang & Olufsen created iPhone and iPad apps with an intuitive user interface for the controls. A BeoLiving principle is that only one single device is required to control the sound, TV and lighting, and, in the Mercedes-Benz Viano Vision Diamond, they also adjust the seating as well as the massage and lumbar functions and window tinting.

Using the iPhone or iPad, a "scene" and content are selected. The iPhone gives access to main functionality, and can also be used to control the system from outside the vehicle. The cabin environment is automatically adjusted to suit the "scene" selected: Office, cinema, concert, internet, live or relax. The environment transformation from one scene to another, is smooth and well-balanced. In addition to main functionality, the iPad gives access to advanced control functionality, including advanced seating settings like massage or ventilation. The night sky starlight on the ceiling can also be turned on or off using the iPhone or iPad.

The 40-inch BeoVision 10 television LCD screen is renowned for its picture quality, and is mounted on a motorized lift. The centre console has an iPhone and two iPad docking stations and an external USB connection. Communication with the chauffeur is by intercom. The intercom button switches and cross fades the sound.

Technical specifications

Separation wall

- Speakers
 - One Bang & Olufsen BeoLab 11 subwoofer, with light and motorized stand, 250 Watt
 - Two 19mm tweeter left/right, with Acoustic Lens Technology (ALT) and light, 65 Watt
 - Three 80mm midrange and left/right, 65 Watt
 - One 19mm center tweeter, 65 Watt
 - Two 165mm woofer with closed box left/right, 125 Watt
- Amplifier and Digital Signal Processing (DSP):
 - ICE Power technology
 - 18 channel amplifier, more than 1300 Watt
- Bang & Olufsen BeoVision 10 40" LCD TV, mounted on motorized stand
- Media Center: 2 TB (Terra Byte) disk for medias
- Router

Roof

- Webcam for video conferencing
- Night sky starlight

C-pillar

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

D-pillar

- Two 80mm midrange left/right, 65 Watt

Rear door

- One 80mm centre midrange left/right, 65 Watt

For more information please contact:

Corporate Communication

Bang & Olufsen a/s

Phone: +45 96 84 50 35

Fax: +45 96 84 50 33

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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