



## **Bang & Olufsen launches new built-in sound system during CES**

*Bang & Olufsen announces the launch of a brand new solution for uncompromising built-in sound at the International Consumer Electronics Show (CES) in Las Vegas. Connecting a pair of speakers and a powerful subwoofer to a dedicated separate amplifier, this active and innovative system delivers luscious soundscapes in any room you want them, whether that be a hotel lobby or your private home.*

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Bang & Olufsen announced the launch of its latest built-in sound system at the International CES 2013. The integrated solution comprises two-way active speakers (BeoLab 15), an active subwoofer (BeoLab 16) and a rack-ready amplifier (Amplifier 1). All created specifically for in-wall or in-ceiling placement.

The new system builds on a broad spectrum of signature Bang & Olufsen capabilities to pack amazing sound into unexpected places. The active speakers harness an array of high-end components to deliver expansive audio performance from very compact constructions. The design and engineering teams have collaborated on a visual identity that is distinct but discreet, with a motorised tilt function that directs the sound where you

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want it when the speakers are on, then retreats to flush when no longer needed.

### **Discreet power**

"This active in-wall sound solution was conceived for installations where people want great sound without having to find room for freestanding speakers," says product manager Michael Jensen. "The combination of two speakers and a subwoofer – all built-in, all with drivers powered by separate amps – delivers a premium sound experience throughout the room. And the motorised tilt adds a touch of practical magic to enhance the listening experience."

### **Innovative tilt function**

The new tilt function on BeoLab 15 lets you aim high and middle tones right where you want them. Turn on the system, and the speaker automatically tilts out to pre-set angles to direct the sound for optimal listening. Turn off the system, and BeoLab 15 tilts back to flush position.

Each and every driver in the system's active speakers is powered by its own amplifier. This allows Bang & Olufsen to pack high-performing components into compact speaker cabinets that are easy to build into most walls – and still sound amazing. The new system meets international building codes by keeping the amplifiers and speaker drivers separate. The innovative cable compensation feature automatically calibrates all cables at distances up to 100 metres to ensure optimal bass performance.

BeoLab 15 is a closed-cabinet, two-way active speaker with a ¾" tweeter and a 3" midrange, featuring tilt functionality for directing sound up to 45° from the default flush position.

BeoLab 16, the system's active subwoofer, comprises two pairs of 4" woofers in separate sealed cabinets, played in-phase using the Acoustic Balance Principle to enable deep bass without unwanted wall vibrations.

Amplifier 1 contains six separate amplifiers. Two Class D units rated at 2 x 150 watts power up the subwoofer. Each BeoLab 15 gets 150 watts for the midrange, and 45 watts for the tweeter. Adaptive Bass Linearisation keeps the deep bass cultivated and crisp all the way down to 45 Hz.

The new BeoLab 15, BeoLab 16 and Amplifier 1 sound solution is available at selected Bang & Olufsen stores from January 2013.

**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).*

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