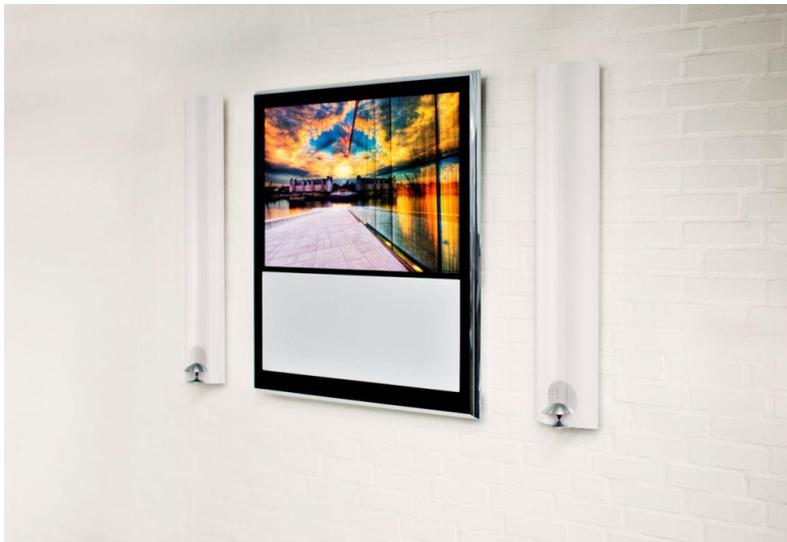


PRESS RELEASE

Copenhagen, 8 May 2012

Super-flat BeoLab 12 speakers now available in white

Bang & Olufsen announces the launch of its sculptural on-wall speaker, BeoLab 12, in a new white version. With their powerful acoustic performance and intelligent, wall-hugging design, BeoLab 12 speakers are now ready to add stunning soundscapes to even more home decors.



Audiophiles and interior design fans finally have something to agree on: the new white Beolab 12 speakers were created just for them.

Because David Lewis's minimalistic marriage between form and function, an ideal match for flat screen televisions, look more like discreet sculptures than the muscular sound machines they also are. And with their attractive white exteriors, the latest updates are poised to work their way into more home decorating and surround sound solutions than ever.

According to Michael Jensen, product manager at Bang & Olufsen, the launch of the wall speakers in white responds to strong market demand, and provides sound-loving homeowners with even more decorating options. "Beolab 12 in white opens up the portfolio in a new direction – and gives consumers more interior decoration choices," he says. "But what makes

these speakers truly unique – their ability to pack incredible sound into a slender sculpture – remains the same. They work brilliantly with flatscreens to deliver premium sound without the usual bulky cabinets.”

With their Acoustic Lens Technology, ICEpower amps and breakthrough range of radically flat, high-performance speaker units, Bang & Olufsen’s engineers have managed to set new standards for just how rich slim speakers can sound. They make ideal surround sound speakers for Bang & Olufsen or other flat screen televisions, but their full-range performance also brings any music collection to life – and rivals many speaker systems that require much more real estate to deliver much less sound.

BeoLab 12 speakers are sold exclusively through Bang & Olufsen stores. The new white BeoLab 12-3 is now available in stores.

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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.

*Images are available free of charge from the **Bang & Olufsen media centre**: <http://mediacenter.bang-olufsen.dk>. If you are a first-time visitor, please follow the instructions and register as a new user.*