



## Unleash the Bang & Olufsen sound. Wirelessly.

*Premium digital music experiences just went wireless. Bang & Olufsen announces Playmaker, the simplest way yet to stream digital music to a pair of high-end loudspeakers. Now, music lovers can combine the convenience of a digital music library – and a handheld device – with the uncompromising performance of any set of BeoLab active speakers.*

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The new Playmaker gives music lovers the best of both worlds: outstanding audio quality from Bang & Olufsen's extensive range of premium active speakers and one-touch access to digital music collections. Without the wires.

Just add Playmaker to any set of Bang & Olufsen active loudspeakers, and within seconds you'll discover just how good a smartphone can sound. Whether you want to share a playlist or explore a new online station,

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Playmaker lifts digital music into rich aural panoramas that reveal even more of your favourite tunes on Bang & Olufsen speakers.

And because all Bang & Olufsen speakers are active – with specially tuned amplifiers built into every cabinet to power all speaker drivers separately – outstanding sound systems have never been this simple. Just connect two BeoLab speakers to the new Playmaker and start listening to music from your phone or tablet. No extra amplifier is necessary.

With its high performance Digital Audio Converter, Playmaker is hardwired to bring out the absolute best that digital music has to offer – and render it gorgeously. The result is a true Bang & Olufsen listening experience with its breathtakingly real sound.

Playmaker is a simple way for existing Bang & Olufsen owners to add digital music to their systems – wirelessly – and has the specs to handle even Bang & Olufsen's most demanding speakers, BeoLab 5.

Bang & Olufsen also expects that most new owners will want to include Playmaker when purchasing any new pair of BeoLab speakers, and thus get a complete wireless stereo system, ready to play – without a separate amplifier unit.

Playmaker works with both Apple AirPlay and DLNA, so it's happy to stream whatever anybody wants to play from practically any smartphone, tablet, Mac, PC or media server.

Playmaker is ideal for homes where people enjoy different kinds of music in different ways. Everyone in the family can stream from their own phone or other device. Volume and mute can be controlled either by the handheld device, by the Bang & Olufsen remote, or on Playmaker itself. Guests can easily link up and share a song. And by adding more Playmakers to more rooms with Bang & Olufsen speakers, you can sync sound throughout the house or listen to opera in one room and hip-hop in another – and create as many music zones as you like.

As easy to set up as it is to use, Playmaker connects to a wireless network in just seconds. The Bang & Olufsen BeoSetup App helps you do this in a few steps, or you can push a button on the bottom of Playmaker to connect to a wireless router. Everything you need to stream is packed inside the discrete white design, which is small enough to tuck away on a bookshelf.

**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).*