



New audio system from Bang & Olufsen draws in new customers

Bang & Olufsen retailers report that the launch of BeoSound 5 Encore has increased traffic in the shops – especially new customers have discovered the excellence of the new system.

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The recently launched BeoSound 5 Encore seems to have the potential to become a bestseller from Bang & Olufsen. After just a few weeks on the market, Bang & Olufsen receives positive feedback from retailers regarding the potential of BeoSound 5 Encore: "The beautiful design and the flexible access to digital music combined with an attractive price level makes this product interesting for a broader group of customers," says Niels Rosendahl, Bang & Olufsen retailer in Esbjerg, Denmark.

Henrik Lind, the owner of Bang & Olufsen in Hellerup, Denmark, supplements: "People like the price point and the ease of use, but they also like the fact that BeoSound 5 Encore can be used together with a central server, which they already use for music storage."

Bang & Olufsen's CEO, Tue Mantoni is thrilled about the news: "The ability to attract new customers to the Bang & Olufsen brand is crucial for the

future of the company– so I am happy to see that BeoSound 5 Encore pulls in that direction.”

BeoSound 5 Encore – the new addition to the BeoSound 5 family

BeoSound 5 Encore is Bang & Olufsen's plug-n-play answer to a growing demand in the era of digital music: to have all the music available at all times without losing the overview. Acting as an all-consuming sound hub, BeoSound 5 Encore gives easy access to your digital music - no matter how it is stored - with content conveniently arranged by album, artist, track or your favourites, and with everything instantly available, so you can quickly find that particular song that has come to your mind.

Increased interest on social media

The attention from new – and in some cases also younger - customers is also reflected in the increasing interest for BeoSound 5 Encore on YouTube, Facebook, etc. So far news related to BeoSound 5 Encore has reached more than 350,000 views on Facebook. Similar high numbers were seen in connection with the launch of the highly acclaimed BeoSound 8, which has become the fastest selling audio product in Bang & Olufsen history.

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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>.*

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