



BeoSound 8: Best selling audio product in Bang & Olufsen history

Struer, May 2011 - With more than 25,000 units sold since its launch in November 2010, the acclaimed BeoSound 8 – Bang & Olufsen’s powerful and distinctive looking speaker dock for iPad, iPhone and iPod – is the fastest selling audio product in the company’s 85-year history. And that is even before the product is revealed in China, where Bang & Olufsen expects the product to be very successful.

BeoSound 8 will be launched in China on May 10th at a spectacular media and VIP customer event in Shanghai. The event will take place at the MOCA (The Museum of Contemporary Art), which is located in the cultural heart of Shanghai, and will be hosted by Bang & Olufsen’s newly appointed President and CEO Tue Mantoni.

A true bestseller – even before China launch

For the first time in Bang & Olufsen history, an audio product has sold more than 25,000 units in the first six months. This makes it an absolute bestseller.

“BeoSound 8 not only offers excellent sound, distinctive design and a simple user interface, it is also one of the few iDocks on the market that supports iPads,” says Product Manager Rie Kold Pripsø from Bang & Olufsen.

"More than 20 million iPads have been sold world-wide, so the potential for increasing the sales of BeoSound 8 further is certainly there and we're confident that we will take an even bigger bite of the Apple in the future," says Rie Kold Pripsø.

Bang & Olufsen expects BeoSound 8 to be successful in the Chinese market. The product has already sold very well in many of Bang & Olufsen's key markets, but not surprisingly, BeoSound 8 has experienced the greatest success and the highest sales rates in the US, Apple's home country.

Positive reviews

The sale of BeoSound 8 has also been boosted by the many positive reviews in international audio magazines. Headlines like 'Danish Delight' and 5-star reviews in respected audio magazines have certainly contributed to the success of the product. BeoSound 8 is praised for its striking design, its crisp and clean sound quality and its quite unusual iPad compatibility. In the prestigious German magazine *Audio*, for example, the Editor concludes that "BeoSound 8 is indeed luxury in the best sense: You don't have to have it, yet you want it".

BeoSound 8 also receives top grades from John Archer from the internet magazine *Trusted Reviews* who compares the product to a piece of art and is particularly excited about the way Bang & Olufsen succeeds in making the product look amazing with both iPhone/iPod and the much wider iPad docked on it.

BeoSound 8 is also praised by Ty Pendlebury from the Australian internet magazine *cnet.com.au* who gives the following recommendation of the product: "If you're looking for a top-of-the-line iPod dock that not only supports iPads but looks and sounds amazing, Bang and Olufsen's BeoSound 8 is what you should get"

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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.

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