



Bang & Olufsen launches new surround sound speaker system that looks stunning and sounds amazing

Bang & Olufsen announces the launch of an all-new surround sound speaker system that combines compact aesthetics and outstanding acoustic innovation to deliver the thrill of high-end surround performance without filling up the home with boxy black speakers. The new system can be used with all TV brands, not just Bang & Olufsen TV's.

Struer, 15 May 2013

The BeoLab 14 surround speaker system by Bang & Olufsen proves that you really can have the best of both worlds. With its refined design, endlessly flexible placement options and acoustic pedigree, it's never been easier to enjoy home cinema in full aural splendour – without compromising your interior décor.

Small in size but big in sound, BeoLab 14 builds on Bang & Olufsen acoustic engineers' on-going achievements in packing stunning performance into surprisingly small volumes. The satellite speakers are diminutive circles of anodised aluminium with exchangeable fabric covers in a selection of

BANG & OLUFSEN

colours, and integrate easily into even the most stringent interior design schemes. The sculptural subwoofer contains separate amplifiers for all speakers in the system, and delivers bone-bouncing bass from a beguilingly slender footprint. And with a full array of placement options that includes wall and ceiling mounts as well as floor and shelf stands, BeoLab 14 is ready to fit in visually as it stands out acoustically.

Sound matters

According to Bang & Olufsen CEO, Tue Manton, BeoLab 14 was designed for consumers who want to add quality surround sound to their home viewing experiences, but still have demanding expectations about their interior design. "The launch of an all-in-one surround speaker system is an important new step for Bang & Olufsen," he says, "and it builds on our core approach that sound matters in everything that we do. Now we bring genuine Bang & Olufsen sound to anyone who wants the advantages of surround without having to hide away the subwoofer."

BeoLab 14 connects seamlessly to all Bang & Olufsen televisions, but is also just one plug away from lifting any other TV or AV receiver into a new level of sound performance. "Providing easy integration for people who do not own a Bang & Olufsen TV, but still want to achieve a high-quality Bang & Olufsen sound experience, has been a particular focus for the team" adds Manton.

Tuned with expert listening panel

The compact new speakers have been put through the same demanding development process as all other Bang & Olufsen products. "BeoLab 14 is the result of a lot of work with our Listening Panel," says Jens Rahbek, senior sound engineer in the R&D department. "Even with the very best components, sound is a subjective experience. We tune our speakers in a process that includes hours of listening – by different people, in different room environments, at different stages of development – in order to achieve sound that is as close as possible to what the original artist intended."

The new BeoLab 14 surround sound speaker system is available at Bang & Olufsen stores worldwide from 15 May 2013, priced at €2995.

For more information please contact:

Global PR Manager

Jill Porter jic@bang-olufsen.dk

Press Kit Available for Download at: www.bang-olufsen.com/beolab14-presskit

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.