

Peter Skak Olufsen Receives the Plus X Lifetime Achievement Award

Struer, Denmark, June 2013

Peter Skak Olufsen, nephew of the founders of Bang & Olufsen and a major force behind the innovation for which the brand is globally renowned, has received the prestigious Plus X Lifetime Achievement Award. Only three people have previously been honored for their life's work with the award – the world's largest innovation prize for technology, sports and lifestyle. The award ceremony will be broadcast throughout Europe on June 22, 2013.

Peter Skak Olufsen, the longstanding former member and Chairman of Bang & Olufsen's Board of Directors, has received a historical accolade: the Plus X Lifetime Achievement Award. Peter Skak Olufsen has had an immeasurable impact on Bang & Olufsen's growth into a leading global brand and has been a trailblazer in the industry, driving many of the bold decisions that have shaped Bang & Olufsen and defined what it means for electronics to be 'state of the art'.

The world's largest innovation prize for technology, sports and lifestyle, the Plus X Award is awarded annually for new and innovative technologies, extraordinary design, and intelligent, easy-to-use operating systems. The Plus X "Lifetime Achievement Award" is a particularly high honor that has been bestowed only three times in the Plus X Award's ten-year history. Sir James Dyson, inventor of the Dyson vacuum cleaner, was the first recipient in 2007, followed by Dr. Amar G. Bose, founder of Bose Corporation, in 2008, and Noel Lee, founder and CEO of Monster Cable, in 2012.

For the Plus X Award's panel of judges from 25 industries, honoring Peter Skak Olufsen with the Lifetime Achievement Award was described by the panel of judges as being a clear choice.

Among the many manufacturers to receive the Plus X Award are numerous innovative German global players as well as international companies like BMW, Mercedes, Audi, Porsche, Adidas, Miele, Panasonic, Sony and Samsung. Since 2007, the Plus X Award has honored particularly stellar entrepreneurial personalities who have shaped and sustainably changed their industry with the Plus X Lifetime Achievement Award.

The presentation of the Plus X Lifetime Achievement Award was the emotional high point of the award ceremony, which will be broadcast on June 22, 2013 at 8:15 pm by the television broadcaster ANIXE throughout Europe via Astra satellite. Frank Kreif, Chairman of the international Panel of Judges of the Plus X Award, gave the laudatory speech.

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.

*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.*