



## Apple TV (2nd generation) and Bang & Olufsen are made for each other

*Struer, October 2011 - The launch of Apple TV (2nd generation) means that you can now buy and rent movies to play on your Bang & Olufsen TV. Apple TV (2nd generation) integrates perfectly with Bang & Olufsen TVs. No extra remotes and no complicated operation required – all you need for easy access to high-quality movies is a Beo6 from Bang & Olufsen.*

You could say this is a marriage made in Heaven. The latest version of Apple TV makes it possible to buy and rent movies in iTunes Store and is ideal for use with your Bang & Olufsen television.

Because we at Bang & Olufsen focus on developing products that are easily integrated with other products, you can connect your Apple TV (2nd generation) – a small black box – via HDMI to a Bang & Olufsen television, e.g. a [BeoVision 10](#), for easy access to high-quality movies. Everything is of course easy and intuitive when you use your [Beo6 remote](#) from Bang & Olufsen.

There are countless set-up options – and your professional Bang & Olufsen dealer can help you all the way. You are only one press on your Beo6 away from viewing movies on Apple TV (2nd generation) – bringing Hollywood right into your living room.

For most of today's consumers, the specifications of the individual electronic device are no longer important. They want practical solutions for their

home environment and products that work together and provide access to high-quality entertainment with the minimum of effort. This is precisely what Bang & Olufsen provides for your integrated home – here with Apple TV (2nd generation).

**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).*

*Images are available free of charge from the **Bang & Olufsen media centre:**  
<http://mediacenter.bang-olufsen.dk>.*

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