



New BeoVision 7 features built-in Blu-ray with 3D

With the launch of the new 3D version of the BeoVision 7 55-inch TV with integrated Blu-ray player, Bang & Olufsen not only offers customers fantastic picture performance and breathtaking sound; as icing on the cake the customers can now also enjoy the home cinema experience in 3D.

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"I am excited that we are now able to offer our customers an upgraded BeoVision 7 experience which also allows for 3D viewing", says Bang & Olufsen's President and CEO, Tue Mantoni. "The highly acclaimed BeoVision 7 is considered the flagship TV solution in our LCD portfolio – and is one the most important business drivers in our video portfolio."

The LCD screen in BeoVision 7-55 is based on new direct-type LED-backlight with local dimming for greater contrast. The TV contains state-of-the-art features ensuring a smooth picture performance, a sophisticated digital surround sound module, and is one of the very few flatscreen TV's in the world to have an integrated Blu-ray player with 3D functionality.

"The fact that you can select a solution where the 3D Blu-ray player is built-in is rather unique and Bang & Olufsen is one of the very few companies in the world who offers that," states Ole Moltzen, Senior Product Manager from Bang & Olufsen.

3D intensifies the viewing experience

Imagine feeling totally absorbed and a part of the action in your favourite 3D film. With the new 3D technology introduced in the BeoVision 7-55, Bang & Olufsen will take you there. Unlike conventional 2D TV viewing, 3D TV provides a more intense, immersive experience that takes the viewer beyond the sofa in the living room – to feeling like he is right there on the film location itself.

"3D functionality is in increasing demand right now where Hollywood as well as the gaming industry is starting to produce more material suited for 3D viewing. At the same time, more and more TV channels – in particular sports channels – are beginning to broadcast for example important football matches from Premier League in 3D. However, the quality of the 2D experience is just as important because it is still what our customers will use the most," says Ole Moltzen.

Whether you wish to enjoy your home cinema experience in 2D or 3D, BeoVision 7-55 is designed to give the viewer the ultimate TV experience – even in fast moving scenes.

If you go for the 3D experience, though, it is recommended to reduce the ambient light in the room. 3D feeds the left and the right eye of the viewer with two slightly offset images. This means that to be able to decode what

is recorded by the cameras, the viewer also needs to put on the active shutter glasses, which are designed to ensure excellent picture quality by communicating with the screen.

With the launch of the new 3D version of BeoVision 7-55, a new generation of 3D TV viewing is introduced. So get ready to be utterly enthralled by a 3D sight and sound sensation from Bang & Olufsen. And watch your TV experience come alive.

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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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