



BeoVision 7-40 now features built-in Blu-ray with 3D

Struer, November 2011 - With the launch of the new 3D version of the BeoVision 7-40 TV with integrated Blu-ray player, Bang & Olufsen offers 3D viewing experiences in both versions of the BeoVision 7 family.

The new BeoVision 7-40 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.

The screen in BeoVision 7-40 is based on a new LCD screen with two-sided edge type LED backlight with 1.5 D local dimming, which improves the contrast level significantly.

3D intensifies the viewing experience

Imagine feeling totally absorbed and a part of the action in your favourite 3D film. With the 3D technology introduced in the BeoVision 7-40, 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 Moltsen.

Whether you wish to enjoy your home cinema experience in 2D or 3D, BeoVision 7-40 is designed to give the viewer the ultimate TV experience – even in fast moving scenes. The 3D technology in BeoVision 7-40 is based on active shutter technology.

BeoVision 7-40 is sold exclusively through authorised Bang & Olufsen dealers.

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.

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