



## Bang & Olufsen equipped high speed superyacht

*Struer, October 2011 - Bang & Olufsen has recently formed a partnership with Danish Yachts from Skagen in Denmark. The latest example of a superior luxury yacht equipped with Bang & Olufsen audio and video products is the new AeroCruiser 38 II known as 'Shooting Star', which is now making for the Fort Lauderdale International Boat Show after winning two awards at the 2011 World Yacht Trophy in Cannes.*

Thanks to beautiful designs, superior quality and a level of integration that surpasses a lot of peers in the trade, Bang & Olufsen is considered an increasingly beneficial partner to the superyacht industry, where developers see the Danish manufacturer of quality high-end audio and video systems as an excellent fit for luxury yachts.

Following her launch and World Premiere in Monaco, 'Shooting Star' can now be seen on the Florida coast of the United States. She displays a luxurious and typically Scandinavian influenced interior with an attention to detail rarely seen, even in the most exclusive levels of the international superyacht industry.

From 27-31 October guests at the boat show can have a closer look at the showcased superyacht. The extravagant Bang & Olufsen installation includes – among others – a BeoVision 10, a BeoVision 7, a BeoVision 4, a BeoCenter 2 and BeoLab 3 loudspeakers.



### **Highly demanding market**

The market for onboard installations of quality entertainment solutions for luxury yachts has experienced substantial growth over the years. But it is a highly discerning market due to demanding technical integration between the ship's systems, and service issues when cruising in remote locations.

The qualities that make Bang & Olufsen stand out at home also offer incomparable experiences at sea. Bang & Olufsen products offer the highest standards of craftsmanship, materials and finish to ensure hardwearing reliability, as well as the convenience of integrating the world's finest entertainment solutions with the yacht's onboard systems.

With the launch of the BeoVox 2 in-wall / in-ceiling loudspeaker, which allows listeners to direct the sound towards a specific listening position, Bang & Olufsen now offers yet another solution that accommodates this market's desire for seamless integration.

**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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