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Ground-breaking flatscreen TV adds wheeled stand in mono-coloured special edition

B&O PLAY by Bang & Olufsen is launching its BeoPlay V1 television in an all-new colour, Havana, along with a new, wheeled stand in the same mono-coloured hue. With the line between design furniture and premium electronics deliciously blurred, the special edition is set to capture the hearts and eyes of design fans who value interior design as much as razor-sharp viewing and astounding acoustics.



B&O PLAY is building on the successful launch of its first television, BeoPlay V1, with a special colour edition and new stand. Created for design lovers who also watch television, the BeoPlay V1 Havana version is the first to incorporate the new, wheeled stand specially crafted for BeoPlay V1. And like other fine furniture in the home, it looks just as good whether it's in use or not.

The wheeled stand gives you the freedom to place this television where you want it, when you need it. Move it front and centre to catch the news or enjoy a film. Then roll it back when television viewing is not your first priority. Either way, the television and stand – donned in the same subdued BeoPlay V1 Havana finish – present an understated monochrome form as timeless as it is functional.

According to Henrik Taudorf Lorensen, VP of B&O PLAY, the special edition's colour is the result of experimentation with a broad palette of possibilities. "We've worked to create a nuance that is contemporary, but also enduring and flexible. BeoPlay V1 Havana is for those who are confident enough in their taste to step outside the norms of normal flatscreen TVs, and want the freedom to create their interiors according to their own aesthetics. Without compromising on video or acoustic quality."

With its 32" LED screen, powerful video engine and easy connectivity, BeoPlay V1 has more than enough credentials to satisfy even the most demanding video enthusiasts. The sound system incorporates Class D amplifiers and an array of dedicated tweeters and woofers to deliver acoustic fidelity that is jaw-droppingly accurate – and powerful enough to rival many surround systems with their external speakers, subwoofers, wires and amplifiers – further adding to BeoPlay V1's flexibility. BeoPlay V1 is ready for Apple TV: the BeoPlay V1 remote lets you control all Apple TV features, and there is a dedicated space to tuck the Apple TV box inside the back of the television cabinet.

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Photos available for download at <http://mediacenter.bang-olufsen.dk/>

B&O PLAY from Bang & Olufsen provides premium listening and viewing experiences to digitally connected design fans. For more information, see www.beoplay.com and www.bang-olufsen.com

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