



Happy Birthday B&O PLAY by Bang & Olufsen!

B&O PLAY by Bang & Olufsen celebrates its first anniversary during the Consumer Electronics Show (CES) 2013 in Las Vegas. The young, vibrant, premium brand for sound systems was launched one year ago and has since been very well received in the market.



Launched in January 2012, the B&O PLAY brand portfolio today contains five fantastic plug'n play products including Beolit 12, BeoPlay V1, BeoPlay A3, BeoPlay A8, and the latest addition to the B&O PLAY line, BeoPlay A9. The B&O PLAY brand has been launched in Europe, USA and China.

B&O PLAY's designs have already received a number of prestigious accolades thanks to the acclaimed Design for Music approach. B&O PLAY's premium speaker solution BeoPlay A9 received the CES 2013 Best of Innovations Award in High Performance Home Audio, the highest award for this category. Additionally, BeoPlay A3 received a CES Honoree in Innovations and Design in Personal Electronics Category.

The brand compact portable audio system Beolit 12 has not gone unnoticed, receiving several design awards including the international product design award, red dot, which is an acknowledged token for excellent design and innovation.

The recently launched A9 is proving popular as well as the BeoPlay A8 family, which alone will have sold 100,000 units in January 2013.

"The brand has been launched with great success. We have introduced some high quality products because we love music and want to share superior sound experience wrapped in cutting-edge design," says Henrik Taudorf Lorensen, Vice President B&O PLAY. "One of our ambitions was to make excellent music systems for the digital generation. Therefore we are delighted to see that more than 70 percent of our customers are new to the Bang & Olufsen family. In 2013, we look forward to presenting more exciting B&O PLAY products in 2013."

B&O PLAY provides audio-video products that combine convenience with high-quality, contemporary design, and amazing sound – in other words, “Design for Music”. B&O PLAY brought the core Bang & Olufsen values of design, performance, and quality to a new audience by designing products for the new digital generation seeking ultra-convenient experience.



The B&O PLAY product range will be showcased during CES in Las Vegas from January 8 to January 11, 2013.

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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