



Two New Sets of Headphones from B&O PLAY Change how Music Looks and Sounds



B&O PLAY launches two new sets of headphones that combine extraordinary sound quality with exquisite design and enable you to listen to music in a whole new way. The new BeoPlay H3 in-ear headphones and BeoPlay H6 over-ear headphones are made with state of the art technology to make your music sound better wherever you go. BeoPlay H3 is a superior and comfortable in-ear headphone for people in action that gives you an authentic sound along with simple and superb ergonomic comfort. BeoPlay H6 is a super soft, flexible over-ear headphone designed with the finest materials and with a sound performance that takes audio to another level.

B&O PLAY by BANG & OLUFSEN builds on generations of craftsmanship and expertise and offers a new type of contemporary products with sound solutions optimized for a life on the move. With the launch of the new BeoPlay H3 in-ear headphones and BeoPlay H6 over-ear headphones, B&O PLAY challenges the limits of technology to bring music into people's lives. Henrik Taudorf Lorensen, VP of B&O PLAY states: "We are extremely excited to present the next generation of headphones. At B&O PLAY, we love music and want to make it possible for our users to enjoy music - wherever they are. B&O PLAY provides the opportunity to experience music in a convenient and easy way with an outstanding high sound quality and unique design. No loud colours here, simply style and substance."

Outstanding sound

With BeoPlay H3 and H6, each individual user gains the optimum look, fit, and comfort, along with an extraordinary sound experience. With the B&O PLAY headphones significant studies in the shape and curves of the human ear have been carried out to find a suitable geometry that ensures you hear the music exactly the way the artist intended - wherever you go. The unique sound curve of the headphones provides a clean and powerful sound that reveals all the details in the music at any given volume level. It gives an authentic music experience in your personal sphere.

Carefully crafted

BeoPlay H3 and H6 are made of anodized high purity aluminium which makes the headphones feel light, and at the same time durable and robust. The solid cowhide leather on the BeoPlay H6 headphones comes from New Zealand where the cows roam in controlled pastures and only the very highest quality hides are selected. Each leather product is completely natural and the leather is dyed with a tanning process that provides colours in rich and warm tones. The careful selection of materials and focus on craftsmanship ensures that the headphones patinate beautifully and create a personalized look as time goes by.

B&O PLAY cooperates with iconic Danish designer

Danish industrial designer, Jakob Wagner, and B&O PLAY have shaped BeoPlay H3 and H6. B&O PLAY has chosen to collaborate with the ambitious Dane because he puts an honour in making exciting, dynamic, and vibrant design - without ever compromising quality and function. Wagner is both trained as a mechanical engineer and industrial designer which make him extremely skilled in all practical stages of the design process. Henrik Taudorf Lorensen, VP of B&O PLAY says: "We wanted someone who understood the importance of craftsmanship and our heritage, with whom we could take the design to a new level. Together, we have created two different, unique headphone designs that in each separate way are perfect for music experiences on the go and have chosen high quality materials that are durable and long-lasting".

Price for H3 EUR 249 and H6 EUR 399. Available at, Bang & Olufsen stores, the B&O PLAY online store (beoplay.com), selected Apple retail stores, Apple Online, selected design and department stores, from May 2013.



B&O PLAY from BANG & OLUFSEN provides premium listening and viewing experiences to digitally connected design fans. For more information, see www.beoplay.com

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

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