

Copenhagen, 15 November 2012



## B&O PLAY ready to rock this holiday season

**B&O PLAY by Bang & Olufsen announces new colours for some of its bestselling sound solutions – just in time for the holidays. Award-winning acoustic performance and remarkable design, now gift wrapped in new hues for the festive season.**



BeoPlay A3 turns your iPad into an acoustic powerhouse. Combining clever design with amazingly rich sound, BeoPlay A3 works with all of the first three generations of the standard-sized iPad. The ingenious Adaptive Stereo Orientation™ delivers remarkably good stereo separation in both landscape and portrait formats. Available in two new colours, red or white, and classic black. We like the new red hue for this holiday season.

[www.bang-olufsen.com/BeoPlay\\_media\\_a3\\_newcolours\\_EN](http://www.bang-olufsen.com/BeoPlay_media_a3_newcolours_EN)



With its authoritative acoustic performance, striking design and seamless connectivity, BeoPlay A8 makes digitally streamed music come alive with power and grace. Linking any iPhone or iPad wirelessly via Apple AirPlay is a breeze, and you can also dock and recharge any iPhone or iPad, including the new iPhone 5, fourth generation iPad and iPad Mini right on top. Whether mounted on the wall or standing on its own, BeoPlay A8 adds a stylish touch of magical musicality to any room. There are two new speaker cover colours to choose from, French Roast or Ultramarine Green.

[www.bang-olufsen.com/BeoPlay\\_media\\_a8\\_newspeakercolourcovers\\_EN](http://www.bang-olufsen.com/BeoPlay_media_a8_newspeakercolourcovers_EN)



Now in stores, award-winning BeoPlay A9 integrates an all-star line-up of dedicated components to deliver a complete, one-speaker sound solution that is as easy to listen to as it is to decorate with. Just plug it in, link it wirelessly to your device, and start streaming lush, gorgeous sound. Airplay for Apple devices, DLNA for other devices and near-magical, no-fuss controls are built right in. Equally at home on the floor or on the wall, BeoPlay A9's fabric speaker cover is available in a range of colours, but we're wearing white for the festivities. New images are available at:

<http://mediacenter.bang-olufsen.dk>