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Beolit 12 adds blue and light grey tones to wireless tunes

B&O PLAY is decking out its popular and award-winning Beolit 12 in two new colours. The portable sound system that packs big sound into compact design now counts four hues in its product palette.



With even more colours to choose from and outstanding portable sound in an attractive package, Beolit 12 continues to demonstrate how B&O PLAY is changing the way we stream music.

The new colours take their place under the attractive aluminium speaker grill that wraps around designer Cecilie Manz's take on form and function. The colour effect is subtle but clear, and lets you choose which hues work best for your home décor – or wherever else you want to take Beolit 12.

Because portability is what good sound is all about with Beolit 12. Just grab the full-grain leather strap and bring it with you from room to room – or out the door. The rechargeable battery will keep your tunes flowing for hours no matter where you are, and even share its juice to tank up your iPhone when this is connected by cable.

But it's when you undock your iPhone that the fun really begins. The updated setup is a cinch, so you can easily use AirPlay to stream your content wirelessly right from your phone. Then you can switch between playlists on your phone – or talk radio on the Internet – all from the palm of your hand.

And then there's the sound. Beolit 12 delivers much more than you would expect from such a diminutive footprint, and is more than happy to show off its Bang & Olufsen acoustic heritage. Now you can enjoy the breadth and depth of your music, even on the go.

Beolit 12 is available at Bang & Olufsen stores worldwide, at Apple stores in Europe and the US, at selected design stores, and online at www.beoplay.com. New colours are available from ultimo May 2012. Cabinet is available in dark or light grey; speaker grill is available in natural or anodized dark grey aluminium; speaker covers under the grill are available in four colours: dark grey, yellow – and now light grey and blue; leather carrying strap is black for the dark grey cabinet and brown for all other models.

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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

Beolit 12, won the coveted red dot design award 2012 for best product design. The red dot award is an international product design honour awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany. Its highly acclaimed “red dot”, is an internationally recognized quality label for excellent design and innovation. As described by the red dot organization, “1,800 manufacturers and designers from 58 countries were hunting for the acknowledged red dot – the quality seal for aesthetic forms and lasting trends”.

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