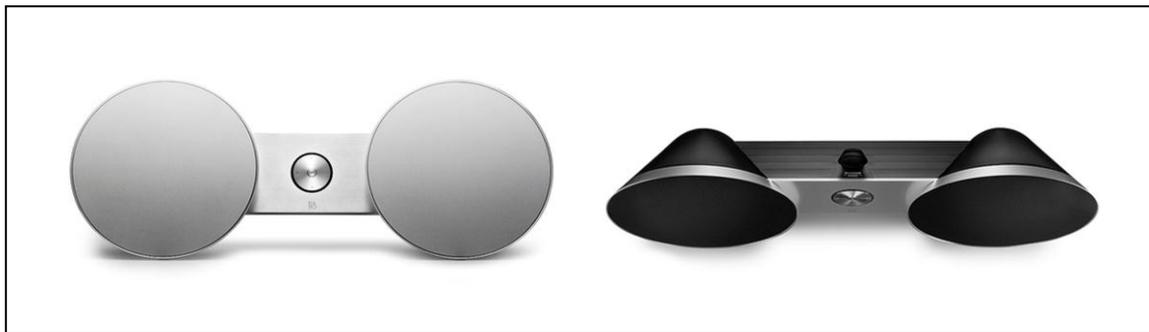


Copenhagen, 13 September 2012



B&O PLAY delivers the world's first music system that is compatible with the new iPhone 5.

We are very excited about Apple's new Lightning connector and have some incredible products coming out this holiday season starting with the award winning music system, BeoPlay A8. Unparalleled flexibility allows users freedom to choose how to listen to their digital music: Wirelessly or docked through either the new or previous connector.



Introduced in May 2012, BeoPlay A8 delivers authoritative acoustic performance, striking design and seamless connectivity. Wireless connection via Apple AirPlay is a breeze, and docking any iPod, Phone or iPad on top of the system delivers an integrated music system that can be controlled with the accompanying remote control.

And now, with the flexibility offered by the exchangeable connector module of BeoPlay A8, the music system is also able to cater to the new iPhone 5. BeoPlay A8 even allows you to completely remove the connector module for a clean look if the primary use is wireless.

This unparalleled flexibility offers the user backward and forward compatibility that is particularly useful in the many households with a mix of devices.

All existing and new customers of BeoPlay A8 will be offered the new dock connector free of charge through the "A8 dock upgrade program". Users can register their email on beoplay.com/A8/dock-upgrade to be notified when more details are available on the dock upgrade program.

This means that customers can today buy the best one-piece music system on the market and be certain that it will work with full functionality, should they choose to upgrade their phone.

BeoPlay 8 makes digital music come alive with power and grace. Whether mounted on the wall or standing on its own, BeoPlay A8 adds musicality to any room. BeoPlay A8 optimizes the sound to three different locations – wall, corner or freestanding.

BeoPlay A8 is available in black or white. Available today at Bang & Olufsen stores worldwide, at Apple stores in Europe and the US, at select design stores, and online at store.beoplay.com.



Photos available for download at <http://mediacenter.bang-olufsen.dk/> or www.flickr.com/beoplay.

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

Apple AirPlay is a trademark of Apple Inc., registered in the U.S. and other countries.