PRESS RELEASE

Copenhagen, 1 August 2013

Bring the beautiful light and intensity of the Scandinavian summer nights into your home with the new Nordic Sky edition from B&O PLAY by Bang & Olufsen!

The Nordic Sky edition is a new set of covers and legs for BeoPlay A9 inspired by the beautiful light and intensity of the long Scandinavian summer nights. From twilight to dusk and all the way till dawn, the three different Nordic Sky editions will keep the memory and beauty of summer alive all year long.

With today’s launch of the Nordic Sky edition, B&O PLAY pays homage to one of the most celebrated aspects of Scandinavian design and architecture: The use of light to set the mood. BeoPlay A9 Nordic Sky Edition brings the beautiful light and intensity of the Scandinavian summer nights straight into your own living room.

The long summer nights are unique to Scandinavia. At sunset the sun crawls just below the horizon, still keeping the sky elegantly lit and the nights long and intense.

But, summer is short. Keep the beauty and memory of it alive and let it influence you all year long with Nordic Sky.

“From the sweet blue lights at Twilight to the green darkness of Dawn and all the way to the eerie redness of Dusk, the three different editions of Nordic Sky let you dress up your BeoPlay A9 and change its appearance to match your mood,” says Marie Kristine Schmidt, Head of Creative Centre.

“We’ve captured and recreated the essence of Scandinavian summer and made it part of our product concept. We cherish and celebrate light up here in the north – and Nordic Sky is just that, a celebration. The way that a song can invoke memories so can the feeling of a summer night spent outside with those close to you” says Marie Kristine Schmidt and continues “and with a launch here in August as darkness looms we’re hoping to extend summer just a bit.”
Nordic Sky is available in 3 different editions:

Twilight: Blue Gradient. Legs made of oak tree. Blue feet.
Dawn: Green Gradient. Legs made of beech tree. Grey feet.
Dusk: Red Gradient. Legs made of walnut tree. Pink feet.

The BeoPlay A9 music system from B&O PLAY has already been labelled a design classic. With today's introduction of Nordic Sky we point to the versatility of the one-point wireless music system and its ability to evolve into something both contemporary and timeless.

"BeoPlay A9 is instantly recognizable but at the same time ever changing and able to stay fashionable whatever the season," says Henrik Taudorf Lorensen, Corporate Vice President of B&O PLAY.

“We’ve succeeded in creating a modern design classic with BeoPlay A9,” adds Henrik Lorensen and concludes “and one of the greatest things about the product is your ability to give it a personal touch – and make it “just yours!” Nordic Sky is a testament to that strength.”

Iconic in shape, elegant in appearance and gorgeous in sound BeoPlayA9 has already won numerous awards, among others the prestigious “IF Product Design Award” and the acclaimed “Best of Innovations” at CES.

BeoPlay A9 was designed by Øivind Alexander Slaatto and launched in October 2012 - and remains a product in high demand. BeoPlay A9 features AirPlay and DNLA connectivity and its built-in room adaptation adjusts the sound perfectly to the position of the system in the room.

Nordic Sky will be launched at the Copenhagen Fashion Week at selected shows.

BeoPlay A9 Nordic Sky Edition will be priced at: EUR 1,999 / USD 2,699 / DKK 14,999. The Nordic Sky Accessory Pack will be priced at: EUR 199 / USD 259 / DKK 1,499.

Available at Bang & Olufsen stores, the B&O PLAY online store (beoplay.com), and selected design and department stores from August 2013.

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

Photos available for download at mediacenter.bang-olufsen.dk and flickr.com/beoplay

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