

PRESS RELEASE

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B&O PLAY stages global launch events to present the newest member of the B&O PLAY product family

B&O PLAY by Bang & Olufsen will soon launch a new premium product - the most powerful performer in the B&O PLAY range to date.

The new product will be presented during global launch events which are being kicked off in New York followed by events in London, Paris, Berlin and Amsterdam on 3 and 4 October.

With this new product, B&O PLAY extends its innovative range of products consisting of Beolit 12, BeoPlay V1, BeoPlay A3 and BeoPlay A8 offering the very best in design and high-end performance.

B&O PLAY is the global brand that designs, produces and markets stand-alone products that are constantly connected to enable an active and mobile lifestyle.