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B&O PLAY makes BeoPlay V1 smarter with software update

B&O PLAY by Bang & Olufsen announces an exciting software update for BeoPlay V1. The update lets you take control of your TV from your iPad, start watching all the latest HbbTV in seconds, and dive into oceans of new online content with Bang & Olufsen Smart TV.



B&O PLAY is sharing some of Bang & Olufsen's latest innovations – also with existing owners of the BeoPlay V1 television. The update keeps owners at the forefront of television technology with a trio of new options that they can download to their BeoPlay V1.

First, if you already own both BeoPlay V1 and an iPad, then you'll want to download the free BeoRemote app to start swiping your way through all of BeoPlay V1's many functions, browse through available television stations, and enjoy content that is either on the iPad or a NAS drive.

Then, if you live in an area served by hybrid broadband TV (HbbTV), unlock all the interactive content that the new European standard ushers in: catch-up TV, voting, gaming and all kinds of other personalised services.

Finally, B&O PLAY now brings you Bang & Olufsen Smart TV, until recently found only on the company's top-of-the-range TV, the new BeoVision 11. This innovative platform allows you to switch easily between broadcast television and Internet content – or keep up with both with the Picture and Picture function. You can choose between a number of optimised apps such as YouTube, Facebook or Twitter. Or you can surf wherever else you want to go. Bang & Olufsen Smart TV helps you find your way with easy navigation from your remote or iPad, and even lets you save bookmarks so you can quickly find your favourite pages.

B&O PLAY's V1 was launched in May this year, and has quickly caught the attention of audiophiles who also like to watch TV. With its deep bass, well-defined highs and articulated mid-range tones, BeoPlay V1 provides breath-taking aural landscapes right out of the box. BeoPlay V1 even detects the type of content you're enjoying on screen, and automatically optimises sound performance to the source. All the sound most people will ever need is built right into the steel cabinet, but should you want to add extra speakers, the integrated 5.1 surround module and speaker/subwoofer connections are all there to go full 5.1.

The picture stays clear no matter what else is going on in the room – and no matter what you're watching. The LED screen and powerful video engine keep things sharp, while contrast control

adjusts to ambient light; dedicated film and game modes bring home the goods just as the director intended. And users can adjust colour settings on their own in the advanced menu.

With its many placement options, BeoPlay V1 is as easy to live with as it is to watch. The graphic user interfaces are intuitive and simple. Connection to third-party devices is a breeze, and lets you easily detect and configure connected set-top boxes, gaming consoles, Blu-ray players, Apple TV (which can be placed inside the BeoPlay V1 cable cover), NAS servers and hard disks; the integrated media browser lets you view photo collections or listen to music on your Smartphone or a USB drive. And the dedicated remote not only makes setup and channel surfing simple: it also handles third-party devices, so everything can be commanded from one place.

