



*BeoSound Shape is among ten Bang & Olufsen products that will support AirPlay 2. This wall mounted wireless speaker system is awarded with The Best of Innovations within the High-Performance Home Audio/Video category at CES 2018.*

## **Bang & Olufsen announces AirPlay 2 in ten products**

***Bang & Olufsen is proud to be among the first to feature AirPlay 2 in a wide range of products. AirPlay 2 will enable wireless audio multiroom playback directly from Apple Music or other music apps, and will be controllable using the Apple Home app or Siri on the iPhone, iPad or Apple Watch.***

Struer, Denmark, January 9th, 2018

The seamless integration of AirPlay 2 in Bang & Olufsen products is a token of the company's strong dedication to combining popular state-of-the-art technologies with a proud tradition of great design, superior sound and uncompromising craftsmanship.

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As a result, Bang & Olufsen will offer the consumer intuitive and easy access to great sound through numerous technological choices by:

- Touching the product
- Enabling via music apps or streaming services
- Activating of voice control

“AirPlay 2 from Apple offers new and intelligent ways of enjoying music and other content in a way that fits naturally into people’s way of living. It is an aspiration that aligns particularly well with our ambition of moving the technology race back to where it makes sense; to where it’s all about simply enjoying great sound in the most flexible and intuitive way”, says John Mollanger, CEO at B&O PLAY.

### **Ten Bang & Olufsen products with AirPlay 2**

The ten products from Bang & Olufsen which will be software updated with Apple AirPlay 2 encompass Beoplay, BeoSound and BeoVision products.

- |                                  |                                    |
|----------------------------------|------------------------------------|
| - Beoplay M3                     | Beoplay M5                         |
| - Beoplay A6                     | Beoplay A9 mk2                     |
| - BeoSound 1                     | BeoSound 2                         |
| - Beosound 35                    | BeoSound Essence mk2               |
| - BeoSound Core                  | BeoSound Shape (via BeoSound Core) |
| - BeoVision Eclipse (audio only) |                                    |

The software update will be available shortly after the official AirPlay 2 launch, where Bang & Olufsen will be among the few with such a large line-up within its segment.

### **For more information, please contact:**

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***Bang & Olufsen** was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.*

*Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move.*

*For more information on Bang & Olufsen, please visit [www.bang-olufsen.com](http://www.bang-olufsen.com). Images are available free of charge from the **Bang & Olufsen media centre**: <http://mediacenter.bang-olufsen.dk>.*