

New Beoplay H4: A Flawless Balance Between Minimalist Design and Superior Sound



Bang & Olufsen today released the new **Beoplay H4** wireless headphones. Beoplay H4 boasts an updated design, new features such as added Voice Assistant, and the rich sound performance that characterizes Bang & Olufsen products. The use of crafted and honest materials ensures greater comfort and robustness, and with a battery life up to 19 hours you don't need to worry about missing out on your favourite track.

Beoplay H4 comes with the below improvements to the original design as well as features requested by the Bang & Olufsen community:

- Voice assistant functionality that lets you manage your life on the go – call out your favourite track, get the latest news or the local weather report. All with your voice.
- An improved design with refined materials and a less visible braided textile cable.
- An additional microphone placed at an optimal distance and angle improves voice quality.
- aptX™ Low Latency technology for better synchronization with videos on your device.
- Improved interface on the right ear-cup with a dedicated button for voice assistant control and a slider button for on/off.
- A refined aluminium disc that highlights the premium material.

Soft lambskin for ultimate comfort

The ear cushions and headband on Beoplay H4 is made from soft lambskin. The memory foam inside the cushions adapts to the shape and curves of the ear for a tight yet comfortable fit and creates passive noise isolation. The discs on the ear cups are made of aluminium, which is stamped, polished and anodised, and the Bang & Olufsen

logo on the plate has been laser-etched in a matching colour, tuned by the laser cut itself. The cord connecting the headphones is encased in braided textile that has been made partially visible between the slider and the headband to add a singular design touch, and sliders are made of stainless steel, PVD coated and hairline brushed, which make them sleek and elegant yet robust in design.

Simple user interface

Beoplay H4 comes with a simple and intuitive user interface comprised of three buttons. Simply press the centre button to answer/end calls, play/pause, press upper or lower button for volume control and to skip tracks and press upper and lower buttons simultaneously to pair your headphones through Bluetooth.

Pricing and availability

The new Beoplay H4 (RRP 300 EUR / 300 USD / 250 GBP / 2300 DKK) comes in two finishes and will be available in Bang & Olufsen stores, select third party stores and on www.bang-olufsen.dk from Thursday October 24. To find out more, follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using **#Beoplayh4**

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ABOUT BANG & OLUFSEN

Bang & Olufsen is a global luxury lifestyle brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship. The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NAS DAQ Copenhagen A/S.