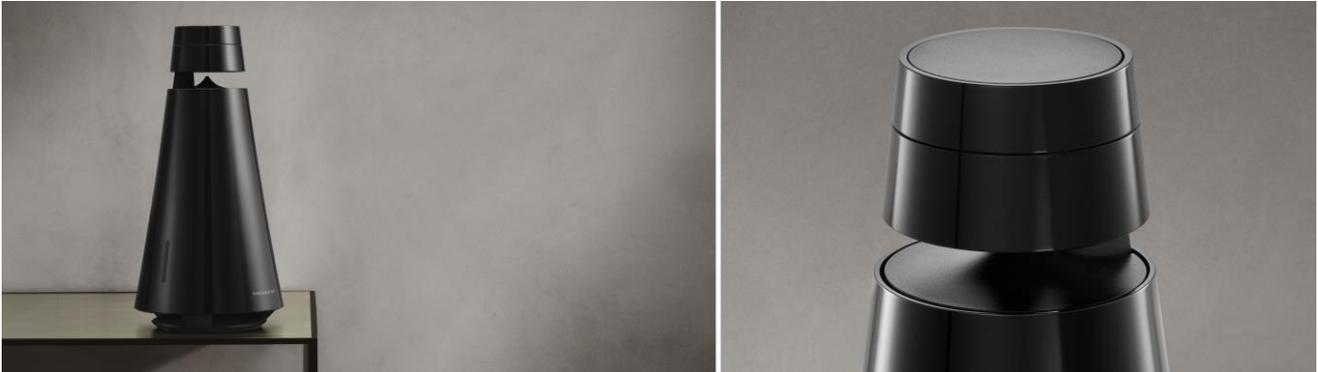


Bang & Olufsen introduces a limited edition BeoSound 1 in Piano Black



BeoSound 1 Piano Black is available from April 25 and for a limited time only.

Bang & Olufsen today presents the portable wireless speaker BeoSound 1 in a timeless special edition, Piano Black – crafted to pure perfection and available for a limited time only. In the process of getting the right finish and hue of black, the speaker has been polished and anodized several times to achieve a mesmerizing reflective surface in pure black that draws the eye to its geometrical design and converging silhouette.

“Within fashion as well as interior design, black is a colour that never goes out of style and its versatility offers an unlimited portfolio of uses. It can add architectural elegance, create a dramatic look, redirect attention, add weight to a specific area as well as balancing out lighter hues. We are really excited to bring forward this colour”, says Bang & Olufsen Senior Concept Lead Kresten Bjørn Krab-Bjerre.

Designed for flexible living

BeoSound 1 is a portable and lightweight wireless speaker with a battery-driven option, which has been crafted for mobility. It has a small groove under the top to ensure a better grip when it’s lifted up and moved around, and the conic body hovers slightly above the ground, letting the thumps of the bass units out from underneath. It is slightly open at the top for acoustical reasons, but apart from that it has a uniform expression on the aluminium surface.

The speaker comes with the Acoustic Lens Technology renowned from classic Bang & Olufsen speakers such as BeoLab 5 and BeoLab 18. The acoustic driver is placed in the top of the speakers, playing into a reflector that creates a spherical and powerful 360-degree sound experience.

Intuitive sensor technology

BeoSound 1 brings forward a magical experience using proximity sensors that enable control of the basic operations on the speaker intuitively. As the sensor detects your presence, it is ready for commands with the user interface turned towards the user. Turn the wheel to adjust the volume, and simply swipe and tap on the top for other commands.

Direct music streaming

Multiple connectivity options such as Google Cast, AirPlay, DNLA and Bluetooth offer easy access from mobile devices and music apps. BeoSound 1 also provides integrated access to TuneIn Internet radio stations as well as Spotify and Deezer music services to allow streaming of music without using a smartphone or tablet. Moreover,

BeoSound 1 supports BeoLink Multiroom, which connects your Bang & Olufsen products into one wireless music system across the home.

Pricing and availability

BeoSound 1 Piano Black is available in Bang & Olufsen stores from April 25 at a recommended retail price of DKK 9995 / EUR 1295 / GBP 1085 / USD 1495.

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ABOUT BANG & OLUFSEN

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.