

Bang & Olufsen introduces Beosound Edge in Brass Tone



Bang & Olufsen today presents a new colourway of the powerful wireless speaker Beosound Edge. Taking inspiration from the Art Deco movement of the 1920's, when Bang & Olufsen was founded, the new Beosound Edge Brass Tone combines polished brass-toned aluminium and Parisian Night Blue fabric to create a warm ambience that is in line with leading trends.

The circular shape of Beosound Edge allows for two placement options. On the floor as a stunning centrepiece, amplifying and blending in with the colours of the furniture standing next to it, or placed on the wall as a true gravity-defying statement that divides spaces in the home. Proximity sensors detect when you get close to the speaker, discreetly illuminating the aluminium touch interface. Adjusting the sound is as magical as the sound coming from it: you gently roll Beosound Edge forwards and backwards to increase and decrease the volume. Softly to change the volume moderately, while a stronger touch will change it more dramatically. Let go, and it gently rolls back to its original position.

Beosound Edge comes with the major industry standard technologies to provide the best streaming experience and to let you enjoy the streaming service of your choice. It comes with AirPlay 2, Chromecast¹ and Bluetooth and

¹ Chromecast is a trademark of Google LLC

it supports voice interaction when paired with either a Google Assistant-enabled speaker, such as Beosound 1 and Beosound 2, a Google Assistant device or an Amazon Echo device.

Beosound Edge was designed by Michael Anastassiades for Bang & Olufsen in 2018. Michael Anastassiades' work is featured in permanent collections at the Museum of Modern Art in New York, the Victoria and Albert Museum, the Crafts Council in London, the FRAC Centre in Orleans France, the MAK in Vienna and Art Institute of Chicago.

Pricing and availability

Beosound Edge (RRP 3,250 EUR) is available online and in Bang & Olufsen stores from May 20, 2019. To find out more, please visit and follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using #beosoundedge

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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 over 1,000 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.